

HOW I SELL SQUABS FOR \$12 A DOZEN

FOURTH
EDITION

By A.C. Lherbier

No. 1

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NUMBER 1.

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By A. C. LHERBIER

PREFACE

I have learned that such articles as Mr. Lherbier contributes are eagerly read and kept for reference, because they are practical and instructive, as well as entertaining. There are thousands of squab breeders like him, in all sections, unknown to the public, whose introduction is well worth while. I happen to know who they are and what they are doing for the practical reason that they are on my records as buyers of breeding stock and supplies. They are doers, not merely talkers with nothing new or interesting to say. The man or woman who can relate an interesting and informing experience, not only in this business, but in all enterprises, gets attention; for example, note how the newspapers and other periodicals search out stories of success by rich men. Advice on squab breeding takes on a new interest and value when we learn that the giver is actually accomplishing what he says can be done. His methods therefore are worth following. I think I am doing a public service in publishing practical accounts and letting my customers express themselves because they are the ones who are pouring the squabs into the markets daily by the thousands of dozens, and what the squab industry today is, they are. Mr. Lherbier has demonstrated that enough money can be made with squabs from a very small flock to support family life in the country, or city suburbs. His story will give encouragement to any man or woman now working at something else who would like to have something at home to pay the rent or the taxes, and give the children something practical to do. Squab raising is the best of all the small animal industries on limited ground. I think more of this business right now than at any time in its history, especially because of high prices now being obtained by customers for squabs, double the old scale.

No. 2 of this Squab Library is now selling also under the title "How WE MAKE SQUAB DOLLARS," being the experiences of more squab raisers. The new book is double the size of this first one and sells for fifty cents. It is the best book on squab raising and marketing we have ever issued and you will be well pleased with it. Send fifty cents now and it will be sent you by return mail postage paid. Use coupon on page 49.

ELMER C. RICE.

References: Any bank or trust company or commercial agency. Look for Plymouth Rock Squab Company, Melrose Highlands (not classified under Melrose), Mass., Elmer C. Rice, Proprietor

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HOW I SELL PLYMOUTH ROCK SQUABS FOR TWELVE DOLLARS A DOZEN

BY ARMAND C. LHERBIER

I THINK very well of the squab business and I have had a good long experience at it. I started thirteen years ago and like it now more than ever. Mr. Rice was the first who interested me in this business and I have purchased all my pigeons of him. Further purchases of pigeons which I have in mind I will get of him. It has been my experience that it does not pay to deal with unknown or irresponsible parties in this business, and certainly not to buy pigeons of them.

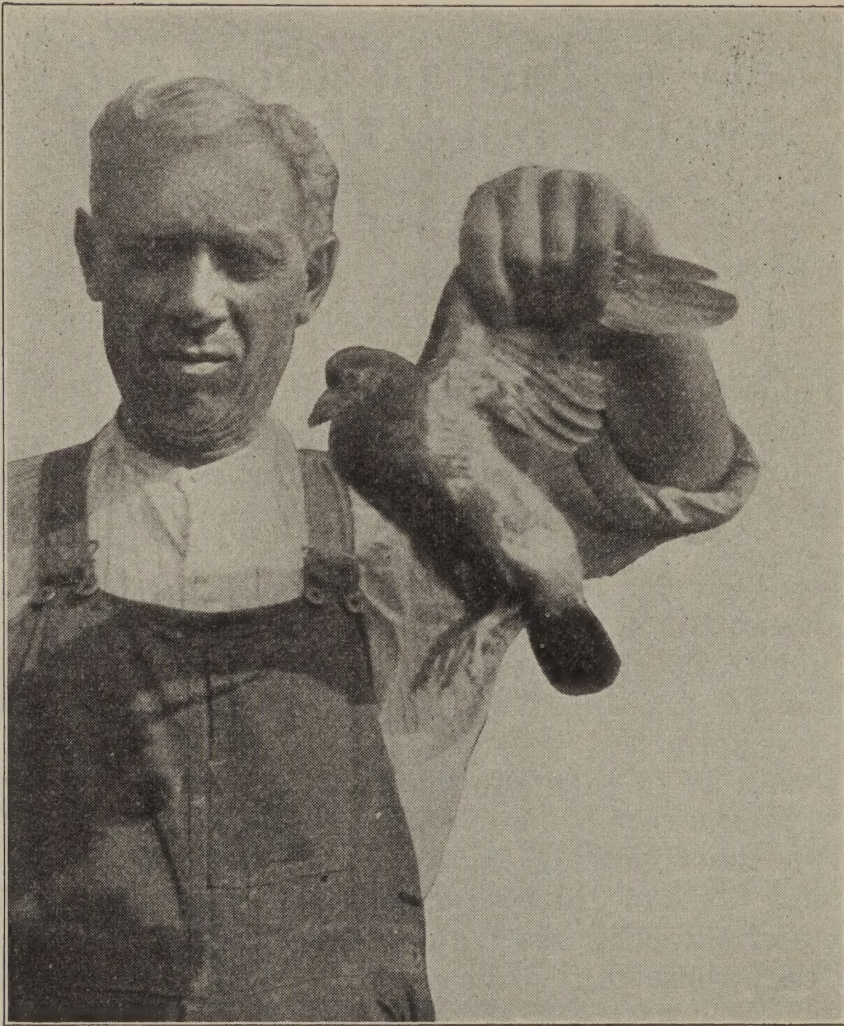
I have kept an accurate account of all my receipts and expenditures in the squab business since I started. I say I have done so, but really I give the credit to my wife who is as much interested in raising squabs as I am. She does what little book-keeping we require.

For example, to take the first six months of 1922, I sold in this period at the rate of twelve dollars a dozen, and my account book shows the following facts. You understand I now have only a small flock of thirty-five pairs of Plymouth Rock Extra Carneaux and these figures I am giving you are the income and outgo for only these thirty-five pairs.

WHAT I RECEIVED IN THE FIRST SIX MONTHS OF 1922 FOR THE SQUABS FROM THIRTY-FIVE PAIRS OF EXTRA PLYMOUTH ROCK CARNEAUX AND WHAT I BOUGHT FOR GRAIN IN THAT PERIOD

In January, 1922, I had eight pairs of squabs to market. On January 9 I marketed four pairs for \$8 and on January 23, four pairs for \$8. Total receipts for January, \$16. In that month I bought 200 pounds whole corn for \$3.20, 500 pounds buckwheat, \$1.50, and 90 pounds kafir corn for \$2.43, also 200 pounds grit for which I paid \$2; total, \$9.13.

In February I sold on the sixth four pairs squabs for \$8, one dozen squabs for \$12 on the thirteenth, and five pairs of squabs on the twenty-seventh for \$10; total receipts, \$30. My expenditures that month were \$1.70 for 100 pounds whole corn, \$3.25 for 100 pounds buckwheat and \$2.70 for 100 pounds kafir corn. I also bought thirty-five cents worth of lice powder. Total expenditures for February, \$8.



Plymouth Rock Extra Carneau Squab

Mr. Lherbier is holding a Plymouth Rock squab between three and four weeks old, bred from Plymouth Rock Carneaux. This bird weighs over a pound. Its full feathering shows the marvelous rapidity of growth of these creatures. He took this squab out of a nest to have its picture taken and returned it to the nest after taking. The squabs do not feed themselves at this age, but are fed by the parent birds. Mr. Lherbier gets \$1 apiece wholesale for his squabs, \$12 a dozen, sold to wholesale buyers, namely Boston hotels. At retail, such squabs bring not only in Boston, but elsewhere, \$1.25 to \$1.50 each. He was started breeding squabs by the printed matter and pigeons of the Plymouth Rock Squab Company thirteen years ago. Read his article printed here and see what he thinks of the squab business and Plymouth Rock pigeons and help.

On the sixth of March I sold four pairs of squabs for \$8. On March 13 I sold half a dozen squabs for \$6, and on March 20, five pairs of squabs for \$10. Total receipts for March, \$24. My expenses for that month comprised \$1.80 for 100 pounds whole corn, \$3 for 100 pounds of wheat, and fifty cents for straw for nests. Total, \$5.30.

In April I sold one dozen squabs on each of four days, namely, the third, tenth, seventeenth and twenty-fourth, receiving \$12 for each lot, or \$48 for the four lots. My expenditures were \$1.70

for 100 pounds of whole corn and \$2.60 for 100 pounds of kafir corn. Total \$4.30.

In May I sold squabs as follows: May 5, half a dozen, \$6; May 12, four pairs, \$8; May 19, one dozen, \$12; May 26, one dozen, \$12; total, \$38. For feed I bought 100 pounds of whole corn for \$1.80, and 100 pounds buckwheat for \$3.50; total, \$5.30.

In June I sold \$22 worth of squabs on the following dates: June 9, half a dozen, \$5.50; June 16, one dozen, \$11; June 23, half a dozen, \$5.50; total, \$22. The price paid me dropped a little, as it always does during the summer. For grain I bought in June 100 pounds whole corn for \$1.80, 100 pounds of wheat for \$3, 100 pounds kafir corn for \$2.40; total, \$7.20.

EARNING A GROSS PROFIT OF SIX DOLLARS TO SEVEN DOLLARS A YEAR A PAIR

Summarizing these first six months of 1922 I find I received \$178 for squabs and expended only \$39.23, leaving a gross profit of \$138.77, or \$3.96 profit per pair for the thirty-five pairs. At this rate my thirty-five pairs are earning me a gross profit of six dollars to seven dollars per year, per pair. I can do this right along, breeding squabs from Plymouth Rock Carneaux purchased of Mr. Rice and I believe anybody can show a gross margin as large as that who buys these first-class birds and learns to care for them.

MR. RICE'S FREE BOOK STARTED ME AT SQUAB BREEDING ON LESS THAN ONE-HALF ACRE OF GROUND

I was in the hotel business in Boston thirteen years ago when I first sent to the Plymouth Rock Squab Company for the free book on squab raising. Previous to that time I had worked at the hotel business in Germany, also in London. At that time my wife and I were living in Boston near the hotel where I worked. I had saved some money and decided to try a suburban life with fowls and other farm products and squabs, and we found a small place to our liking in a suburb of Boston. That is where I live now. We have less than one-half acre of ground. This is land enough, however, as I have demonstrated to my satisfaction, to make a living at squab raising.

When we first moved into this country home we were not quite ready to do very much at squab raising. We knew there was a good market for them, as I had seen that demonstrated before my eyes in the hotel where I worked. The steward of this hotel told me he would buy farm products of me. He offered to pay me five dollars a dozen for all the squabs I produced, which



Mr. and Mrs. Lherbier, Pigeons and Fowls

A country home on small space. The squabhouse is shown at the right. This is the income producer. Mr. Lherbier tells how he gets a surprising income from this small building and its flock. The white fowls shown in the picture are for the purpose of producing eggs for their table and their product is not sold as a profit maker.

was considered a good wholesale price in those days. At first, however, my wife and I experimented with some fowls. We had the usual experiences of beginners. Finally when it came to selling some broilers a traveling buyer paid me at my door at the rate of about thirteen cents a pound for my fowls. They were almost four months old. This experience made me laugh a few months later when I began selling squabs only four weeks old and weighing almost a pound for forty-one cents apiece.

There is not enough land on our little place to make a garden pay, so I put out of my mind that thought of an income. What little garden things we raise we eat ourselves.

IT COST ME ONE DOLLAR A DOZEN FOR GRAIN TO RAISE
MY EXTRA HOMER SQUABS AND I SOLD THEM
FOR FIVE DOLLARS IN THOSE EARLY DAYS
WHEN PRICES WERE LOW

So it was up to me to make squabs pay if I intended to make our country home go, because our experience with fowls and eggs was not encouraging. Our first purchase from Mr. Rice was twenty-five pairs of his Extra Plymouth Rock Homers. To make a long story short of those early days, I bought other Homers

of him and raised some myself until I had at one time 270 pairs. When I sold squabs from them at \$5 a dozen my figures showed a cost to raise them of \$1 a dozen. Now they cost me \$1.25 a dozen.

I sold squabs as planned to the steward of the hotel where I worked, also to the stewards of other Boston hotels. I found it to my advantage to raise a larger squab, because this Boston hotel trade will pay more for the larger squabs, so I switched to Mr. Rice's Extra Carneau.

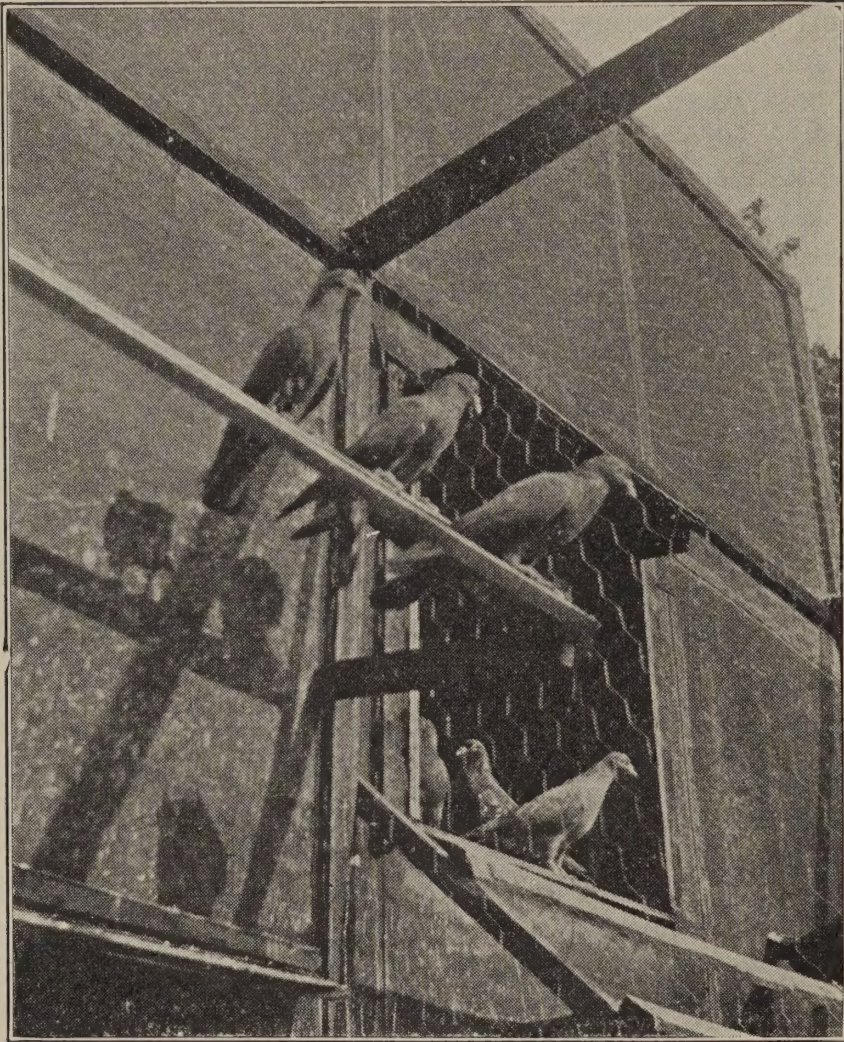
BEFORE THE WAR THE SALE OF SQUABS FROM A FLOCK OF EXTRA HOMERS PAID OUR LIVING EXPENSES

In the years preceding the outbreak of the war I worked up my squab plant slowly, but all the while it paid our home expenses. We had no other income except a small revenue from the board of a child or two, placed with my wife. We have no children of our own. I cannot say that the care of the squab plant then took all of my time, but it is my practice to stay around the house all day. I was well satisfied with the income from the squabs and did not think of any other occupation.

When the war broke out the cost of living became so high and grain was so expensive and hard to get that I cut down the number of pigeons and I also went to work again. I worked in the rubber shop for a few months. In this way we kept our income up to the desired figure. Conditions soon changed, however, and I stopped my outside work and began building up my squab plant again. For the past two years I have been trying to sell our present home and buy a larger farm in a town south of Boston, which I have seen and like. I have not yet found, however, a buyer for my present home who will pay the price I think I ought to have for it, so I will probably enlarge my flock and go ahead with more speed where we always have lived.

I tell you these facts to show you that I went into this business without much capital and no experience, but I am very much in love with the squab business now and regard it as way ahead of any work of this nature which I know about.

I have always depended on Mr. Rice's printed instructions as given in his National Standard Squab Book, but at the same time I have developed some little wrinkles of my own which I think are good. I have studied the habits of the birds thoroughly and believe in constant watchfulness. If you overlook some little things in connection with their care, mistakes will be demonstrated to you later on.



Mr. Lherbier's Extra Carneaux

A close-up showing a few of his Plymouth Rock pigeons. He built this squabhouse himself at low expense. Here his flock works summer and winter. The house is not heated in winter. It is a mistake to think that a squabhouse in the North must be heated in the winter for a successful production of squabs.

**I KEEP MY COSTS DOWN BY FEEDING AN INEXPENSIVE
GRAIN RATION WITHOUT BUYING EITHER
CANADA PEAS OR HEMPSEED**

I have departed from Mr. Rice's teachings in the matter of feed, to some extent. For example, I do not think that Canada peas are essential. I do not feed hempseed at all. I always felt shy of these two grains from the beginning because they were so much more expensive than the other grains. In summer I feed a four-part mixture composed of whole corn, kafir corn, buckwheat and red wheat. When I can buy good milo maize I use 50 pounds of this and 50 pounds of kafir corn instead of

100 pounds of kafir corn in the four-part mixture. I regard the milo as more fattening than kafir.

In cold weather my mixture consists of 100 pounds buckwheat, 100 pounds red wheat, 200 pounds whole corn, 50 pounds kafir corn and 50 pounds milo maize. It is quite true that too much corn in the summer time heats the blood of the birds and is bad for them, producing canker, but I have never had any canker with the four-part mixture I describe, in the summer time. I do not believe in cracked corn. At first I fed it, but I believe that the sharp edges of the cracked corn injure the throats of the tender squabs. I have cut open squabs and have found the throats scratched, also I have found kernels of cracked corn in the throat as if they had caught and stuck there. After several experiences like this with cracked corn I abandoned the use of it. I believe now in feeding whole corn only. You should not assume from this that the large kernels are fed to the squabs when very young. I have watched the feeding which the parent birds give the squabs and have noticed that the old birds do not push whole corn into the squabs until the squabs are at least five days old. They know when it is time to feed their young with the large kernels.

I have nothing against Canada peas and hempseed, except their expense. I do not regard them as essential for a squab breeder. It is quite true that they are fattening, but I believe the use of them tends to fatten the old birds as much as the squabs. On a rich diet including plenty of Canada peas and hempseed the old birds will get so fat and lazy that they do not care to raise squabs.

I LOST SOME SQUABS BY LETTING MY PIGEONS PLAY IN THE SNOW AND COLD BATH WATER

I used to bathe the pigeons a good deal. I had an idea that a daily bath was essential to their health, but I do not think that now. Sometimes my birds are shut up inside their house for four months at a time during the winter. I do not let them out of the house at all in the winter time unless the weather is very mild. When there is snow on the ground I do not think of letting the birds out and I will tell you why: When my first winter came I had the birds breeding nicely and at the first snowfall there was a lot of squabs in the nests. I opened the windows and out went the old birds to play in the snow. The next morning I found fourteen young squabs dead. The snow had stuck to the legs of the old birds and this snow chilled and killed the tender young ones — I mean the young ones less than one week old. Of course

a squab two weeks old or more would stand a little snow. I also believe that some of the eggs that winter were chilled by the snow so that they did not hatch. The effect of winter bathing is the same. The old birds will fly to a pan of ice water and they take this ice water back on their feathers to the young squabs. This cold is more than the young ones can stand. The death of squabs that winter was quite a puzzle to me until I watched and saw that this cold snow and cold water were the cause.

I DO NOT USE A SELF-FEEDER BUT FEED MY FLOCK TWICE A DAY, MORNING AND LATE AFTERNOON

I feed twice a day. I believe in early morning feeding for breakfast for the birds. I am an early riser and at the beginning I used to feed the flock at six o'clock in the morning. I noticed when feeding even at that hour that a lot of squabs would be crying for food, so during the summer time I get up as early as four o'clock to feed the birds and I find they are very eager for their grain at that hour. I found that early feeding will be reflected in the condition and plumpness of the squabs. I believe that on dark mornings in the winter it would be good policy to put in electric lights and feed the birds early by electric light.

My afternoon hour for feeding is three o'clock. At this feeding and also the morning feeding I not only give the flock what they will eat up clean in ten or fifteen minutes, but also a little more than that so that if they want something for an hour they will find some grain ready for them, but after an hour from feeding time there is not much grain to be seen in my house. I feed in a home-made trough which has slats nailed at the top to restrict the movements of the heads of the birds somewhat. They like to throw grain around and poke into it, but with a slat placed so that they cannot do this they are more inclined to eat what is set before them.

I do not like a self-feeder, as I think there is a waste of grain when it is used. It also attracts mice. I have never had any rats in my house and have never lost a squab by rats for the reason that when I built the house I laid first a foundation of stone and then covered with a good coating of cement concrete. This foundation extends over the whole of the house, making it impossible for a rat to get in, except through a door or window.

HOW I CURE SOUR CROP AND DIARRHOEA

Once a week I put a pinch of air-slacked lime in the drinking water. This will cure any case of sour crop and will also cure

diarrhoea. If I find any pigeons with diarrhoea I put two or three pinches of air-slacked lime in the drinking water, enough to make the water milky, and this always cures diarrhoea.

LONG WORKING LIFE FOR PIGEONS

I regard it as quite an important feature of the squab business that the pigeons have such a long working life. You do not have to replace the birds every two or three years with new ones. I have had pairs working for me steadily over a period of eight years and I think squab-producing pigeons are good for at least that length of time. The eight-year-old birds produced more and better squabs than birds one year old.

HOW I TELL SEX

There are no marks on pigeons by which the sex can be told, as is well known, but the sex always can be told by observing the birds in the open pen and seeing how they act. At the beginning I was often puzzled by two birds fighting and acting like cocks, but afterwards I found they were hens. Hens will fight as well as cocks. The noises the birds make are no way of judging them. My best rule for telling the sex is this: You will never find a hen driving another hen. When you see one bird driving or chasing another around the inside or outside of the pen, the driver is the cock and the driven one the hen.

PLYMOUTH ROCK HEALTH GRIT IS ESSENTIAL

Grit is an essential as well as grain. I feed the Plymouth Rock health grit and there is nothing like it. During the war I could not get any from Mr. Rice and was obliged to use another kind, but after the war I resumed the use of his. I buy two hundred pounds at a time. I keep it standing before the birds all the time in hoppers made like my feed hopper, so that they cannot soil it. If my pigeons have none of this health grit I find they will not eat their grain properly nor will the squabs look right.

Any tendency to lice which the birds show caused by my not bathing the flock very often, I offset by putting a pinch or two of lice powder in the nests and I have always found this effective, as neither the squabs nor the old birds will get lousy.

I USE THE DOUBLE-NUMBER COLOR BANDS

I can keep track of my birds when I have twenty-five pairs of Homers in one pen. I think from fifteen to twenty pairs of Carneaux are enough for one pen. I can keep watch of fifteen pairs of Carneaux, distinguishing one bird from another without

the use of the color bands, but I do use the color bands and regard them as good. I do not believe in handling the birds very much. If you make a practice of catching them up every day and bothering them, they resent this handling and you can see them avoid you when you come around, but if you leave them alone they will get quite tame and fearless. After one has banded the birds so as to know the mates, I believe in leaving them alone and not handling them.

HOW I PREPARE THE NESTING MATERIAL

For nesting material I use tobacco stems and I suppose their use alone, without lice powder, offsets the lack of bathing. In preparing the tobacco stems for the use of the birds I take a pan or tub and pour boiling water over the stems and let them soak in this water two or three days. This takes the harshness out of the stems and makes them soft. When the birds use these softened stems they seem to twist them more easily into the circular form of the nest. If you give the stems in their original harsh and tough state to the birds the nest will be rough and irregular, and full of cracks. When the tobacco stems are bought dry they are not flexible as they should be. I also use straw for nesting material and find the birds will pack this down into the tobacco stems. They will use almost anything for nesting material, whether coarse or fine, but the idea is to let them build nests as fine and compact as possible.

HOW I KILL AND PACK THE SQUABS

It takes me about an hour to kill and pluck a dozen squabs. I do not use a knife for killing them, as is customary. I take a pair of scissors, open the mouth of the squab and insert the scissors into the mouth and cut the jugular vein at the back of the mouth. Then I put them head downward in pasteboard funnels and let them bleed, immediately plucking them after bleeding, and then throwing them into a pan or tub of ice water for six hours in the summer, and four hours in the winter. When the batch is killed and plucked I take them out of the tub of ice water and put them on a sort of board made of slats where I leave them over night. The water drains off and in the morning the squabs are dry. I pack the squabs in a pasteboard carton, but not breast down, as I find this flattens the squabs. I pack them head down. Before setting one into the box I turn the head back as far as possible. This has a tendency to throw out the breast of each bird and keeps it out.

I take the squabs packed in this manner into Boston per-

sonally and carry them to the steward of the hotel where I am selling them. I am paid for them on the spot, and take home the money. At one time I tried going after the family trade in my town, but I found it uncertain. Sometimes a woman would promise to take a pair of squabs, but when I showed up with them she would cut down her order to one, so for the kind of business I have I stick to the hotels.

I gave my first order for breeders to Mr. Rice over the telephone. I did not see him for several years, although it is a short trip from my place to his farm. He has treated me all right in the many dealings I have had with him.

WHEN I COMPARE COSTS AND SELLING PRICES FOR CHICKENS
EGGS AND SQUABS, MY FIGURES AND MY EXPERIENCE
ARE ALL IN FAVOR OF SQUABS

As I look back upon my early experience I think I was encouraged first by noticing the great difference in price between the chickens I raised and my first squabs. I started off with chickens with high hopes. I put one hundred Leghorn eggs into an incubator and had a very good hatch; eighty-two of them came out. I was fairly successful in raising them too, but the price I received of thirteen cents a pound or twenty-six cents for a two-pound cockerel made me think very kindly of squabs. I cannot see any profit in chickens at such prices compared with squabs when you can get from fifty cents a pound to one dollar a pound for squabs.

I went after the egg trade from my first fowls very well, as I thought. I even marked the eggs with my name and the date they were laid, with a rubber stamp, and I packed them nicely before marketing them. However, I could not see much money in them as compared with squabs.

I have no heat in my squabhouse and do not think it necessary. I built my pigeon houses without help of carpenters. The New England winters are quite cold, but I have discovered that if you line the house inside with wall board a lot of warm air will accumulate during the day between this wall board and the outside wall and this takes the chill off the house during the cold nights.

A FLOCK OF ONE HUNDRED PAIRS OF GOOD PIGEONS IS A
GOOD SIDE-LINE FOR A MAN IN OTHER BUSINESS
OR AT WORK AT A TRADE

When we had a flock of between two hundred and three hundred pairs of Plymouth Rock Extra Homers we not only made our living expenses, but saved some money from the earnings

Hotel Touraine,
Boston.

Restaurant

GAME.

Squab.....	each	\$1.60
Squab sous Cloche, Jeannette.....		2.25
Squab, Casserole, Conti.....		2.50
Squab, Sauté, aux Cépes.....		2.25
Boneless Squab, Virginia Style.....		2.50

What Becomes of the Squabs

Those who eat only the daily bill of fare of the average family sometimes wonder who eats squabs. It is quite true that half of the world does not know how the other half lives. When squabs are bought as they are by dealers in the large cities at the rate of hundreds of dozens daily, it must be plain that they are an important article in wide demand, and such is indeed the case. The reproduction above is taken from the bill of fare of the Hotel Touraine in Boston, owned and managed by the J. R. Whipple Company, which also runs the Parker House. As you see, squabs are classified by the Touraine as game and are served in five different styles at prices ranging from \$1.60 to \$2.50 an order. The Touraine has nothing else on its menu under the heading of "Game." This does not mean that a whole platterful of squabs are sold at the prices quoted. It means one squab. All the first-class hotels, restaurants and clubs in the United States and Canada have squabs on their bills of fare. The squabs they serve are in the great majority of cases furnished by customers of the Plymouth Rock Squab Company who bought their Homers or Carneaux or both of us. These squabs are known everywhere and when you offer them for sale your buyer will know what you are talking about and will pay you the highest market prices.

of that flock. My plans now are to increase the number of my Carneaux from thirty-five pairs to about three hundred pairs and this will occupy my time to best advantage. I can pay all of our expenses and also save money with the squabs from such a flock. I think a flock of one hundred pairs of good squab-breeding pigeons are a good side-line for a man who is in business or at work at a trade. It is too small a flock for a man to give his whole time to efficiently. You can feed a flock of one hundred pairs or less in five minutes in the morning and five minutes at night. That is all the time now that I give my birds, except on the days when I kill and prepare the squabs and take them into Boston.

When I say my pigeon flock during the past thirteen years has paid our expenses and something more, I mean that we have made improvements here in our home. We put in a bath-room,

also a furnace, electric lights and hardwood floors. I was born in France and my wife is an English lady. We both love our home and I suppose we are what is called of a saving disposition. The farm which I now want to buy south of Boston will cost six thousand dollars. There is room there for a larger squab plant than I have now and if I can sell my present home to good advantage, that is the place where I am going.

A one-story squab house is my idea of a convenient house. I do not believe in climbing stairs to a two-story house. The building plans which Mr. Rice has show a practical building for squab raising.

Although I have never shipped squabs away to a distant market, such as squab buyers in New York or Chicago, I see no reason why that cannot be done successfully, no matter where the squab breeder lives. I have always had a large enough market at the Boston hotels where I am known, and I could sell one thousand squabs a week, or more, if I had them for these Boston hotels, and these buyers offer me twelve dollars a dozen and pay me that for the few which I take in to them.

I FEED CHEAP GREEN STUFF AS WELL AS GRAIN AND GRIT

I have never had any sickness among my pigeons aside from an occasional case of diarrhoea or sour crop, which the lime water cures. I am a believer in green stuff for the birds and think it has an important influence on their health. I have read in the papers lately, as no doubt many have, that the newly discovered vitamins in fruits and vegetables are healthy and perhaps these vitamins in the green stuff which I give my pigeons keep them well. I do not believe in expensive green stuff; for example, lettuce is excellent for pigeons, but I regard it as too expensive. I would rather eat or sell the lettuce I raise. The green stuff that I use for the pigeons is mostly kale or beet tops, and such greens. In the winter I feed cabbage leaves. I give this green stuff twice a week, just throwing it into the pen and letting the birds pick at it. They are always eager to see it and eat it.

I HAVE READ OVER THE FACTS AND FIGURES AS GIVEN IN THIS ARTICLE AND THEY ARE SET FORTH CORRECTLY

I have talked this account off in rather a long fashion and I hope I have not been tiresome. To make sure that it is correct I have read the printed sheets and what I say here you can bank on as being the simple truth. As I said in the beginning, I like the squab business very much. I even think more of it now than I did when I started. I am fifty-eight years old now and would

The Bellevue-Stratford

Philadelphia

TO ORDER: Snapper 1.00
 Cheese Souffle au Parmesan 60
 Filet Mignon, Mirabeau 2.25

French Pancakes with Currant Jelly 75
 Veal Kidneys Saute, Minute 90
 Squab, Mandarinette 2.25

POULTRY TO ORDER

Squab 2.00 Half Broiled Chicken 1.40 Squab Chicken 2.00

What Becomes of the Squabs

The above reproduction is from the bill of fare of one of the best-known hotels in the country. As you see, the Bellevue-Stratford has an entree called "Squab, Mandarinette," price \$2.25. The term "Mandarinette" means the style of cooking. It does not mean a breed of pigeon. Under the head of "Poultry to Order," as shown above, this hotel, which feeds thousands daily, furnishes plain broiled squab for \$2 each, half a broiled chicken for \$1.40 and a "squab chicken" for \$2. A squab chicken is a young chicken served in imitation of a squab, and also on its own merits. Squabs are intended to be eaten and certainly are eaten. You have seen on a preceding page how a Boston hotel serves them for game. There are practically no real game birds on the market now. The Waldorf-Astoria in New York, which is under the same management as the Bellevue-Stratford offers to diners in the fall English pheasant at \$5 an order, imported partridge at \$4 an order, but the call is very limited. The big trade in this line for the Waldorf is squabs at \$2.25 an order. The Hotel Pennsylvania in New York, the leader of the chain of Statler Hotels in the various cities, serves squabs at \$2 an order. The Blackstone on Michigan Boulevard, Chicago, one of the best-known western hotels, serves broiled squab at \$2.10 an order. Pick up the bill of fare of any first-class hotel in any part of the United States and you will see these prices charged for squabs. You can understand after seeing what the hotels get for your squabs that they can well afford to pay one dollar apiece, twelve dollars a dozen, for their raw material. Some hotels have their own squab plants with breeding stock bought of us to the extent of hundreds of pairs and we invite correspondence from more hotels of this class who understand the trade advantage of raising their own squabs for twenty-five cents apiece, and putting them onto their dining room tables at \$1.50 to \$2 an order. The better class of resorts and automobile roadhouses and restaurants do not serve old pigeons as squabs but now have a trade which appreciates first-class four-weeks-old squabs. A great many of these smaller hotels and cottages, all over the country, breed their own squabs and fowls and furnish their own eggs. What else is there to eat now when a well-to-do man takes his wife or a young man on a good salary takes his best girl for an after-theatre supper or other frolic? Such diners do not eat cornbeef and cabbage or ham and eggs, or the same old steak, like you and I at home. They also have tired of welsh rarebits and other forms of cheese. A midnight spread of squabs is not only delicious and appetizing, but also conducive to a peaceful night's rest. It is a fashionable pastime to eat squabs and it is profitable to raise squabs for such patrons to eat.

ask nothing better to produce an income for the country life of my wife and myself than squab raising for the rest of my days. I would not go back to hotel or shop work again. I keep up my enthusiasm in squab raising. People who take hold of it in an indifferent manner and look only at the business side of it do not do so well as one who goes at the daily duties eagerly and with enjoyment and as a real lover of the birds. I love my pigeons and have faith in them and know what they can do.

HOMERS PREFERRED TO OTHER BREEDS

New Jersey Squab Plants Which Have Experimented with All Kinds of Pigeons for Years Have Come to Believe that the Larger Breeds Do Not Show Up So Well on the Profit Side of the Books as the Industrious Homers.

BY U. G. HOMAN, JR.

IN my part of New Jersey are a lot of squab and fowl farms, whose output goes to the best markets in New York, Philadelphia and Atlantic City. A national egg-laying contest is conducted all the year round near me. The pigeon farms are very numerous, at least seventy-five thousand dollars having been spent on one squab plant I know of. I tell you these facts to show you that the folks hereabouts are no novices in egg, fowl and squab production. Our county produces more of these articles than any county in New Jersey.

All kinds of pigeons, all breeds, large and small, have been tried out for squab breeding hereabouts and a lot of money and time have been used in experimenting, but wherever I go in my town and vicinity I find the Homers are better regarded every year; I mean the large Homers such as the Plymouth Rock Squab Company sell. I have a flock of these Extra Homers bought from Mr. Rice and I can find nothing better in the way of Homers.

Last Sunday I took a trip by automobile around to some of the squab plants hereabouts. In one location I found a man who has raised squabs for twenty-five years. Eight years ago he was offered a few pairs of Homers at a bargain and took them to see what they would do. He paid little attention to them, he said, as he was interested in his larger breed of pigeons. He has now found them to be the best money makers he has and is replacing his flock with Homers as fast as he can without sacrificing, moving into larger quarters to make more of a business at squab raising with Homer blood. He never had this ambition to expand until Homers showed him what profits there were in it. He advises everybody, he told me, to start and keep going with Homers. He now has eight hundred pairs of squab producers and in his twenty-five years' experience, has handled all the large breeds and crosses such as Carneau, Mondaines, Dragoons, White Kings, Maltese, and the crosses made of those birds by using Homer blood. He works at a regular trade and the pigeons are a side line. The flock of Homers which interested him was only twenty-five pairs when he started. Now he has two hundred pairs bred from them and has a good line on what they can do in comparison with his larger birds. He says they hold to a production of squabs thirty per cent more than any pen of his larger pigeons. He has just realized on what pigeons he was making the most money and he does not hesitate to tell it to anybody. He showed me one pen of fifty pairs of large pigeons about five years old and only eight pairs were working out of the fifty. He showed me as a contrast a pen of fifty pairs of Homers from seven to eight years old with thirty-five pairs working. This is the molting season, you remember. The Homers go through it much more industriously than the other breeds he has. Three months ago he bought twelve pairs more of Homers and though they are molting heavily they were all working, as I counted eggs or squabs for the dozen pairs. We went to other pens of larger pigeons and could not find anything like that. As I say, he is replacing his larger pigeons with Homers. The Homers I saw in his pens were not as large as mine, which he is coming over to see, so I think I can get an order from him for you.

The arguments which he gives for the Homers against the other breeds of pigeons are that the larger birds are not so good to have two squabs in the nest at a time. They feed one squab more than the other to such an extent that there is

quite a loss from the neglected squab, which turns out thin and scrawny. The bigger its frame is, the worse it looks, if it is not fat. The under-nourished squabs are often killed or smothered, especially in winter. The large pigeons raise this party from five to six pairs of squabs a year. The Homers raise him eight, nine and ten pairs which weigh nine pounds to the dozen. The total weight of the squabs raised by the Homers will be more than the total weight of the squabs raised in one year by the other breeds and consequently bring in more money, as he sells all his squabs right at his door to the representative of a large commission man for sixty-five cents a pound wholesale. The larger pigeons, he says, eat more feed than the Homers and are not so healthy.

I next visited a squab breeder with a larger flock, some twelve thousand pairs. He has been breeding large pigeons and has some Dragoons and Homers crossed. He is replacing with Homers. Nearly all his buildings are of two stories. A squab breeder who lives across the way from him is raising squabs on a large scale also, having about fifteen hundred pairs of the larger varieties of pigeons. He is trying out a small lot of Homers now, being influenced by the experience of his neighbor which I have related. These parties have all been in the business for some years and know what they are doing. I did not have much time to get all the facts from these parties Sunday, but am going over there again next week and will write you what I learn. I want to stop in Newfield to see a squab breeder who has several thousand pairs of Homers, which has caused considerable comment hereabouts, as he was formerly a strong raiser of the larger breeds. From my own experience I think it is true, now that nearly all squabs are sold by the pound, that the pigeons which will turn out the most pounds of squabs per year are the most profitable. If you have a customer that will pay a little more for a squab weighing a full pound or more, all right, but a No. 1 squab such as first-class Homers breed is acceptable and to my mind more profitable in the year's work, as nothing can equal the Homers for fast breeding and stuffing their young with food.

I believe I have a good system for keeping records and account of all pigeons. Each squab-breeding unit will be numbered such as No. 1, 2, 3, 4, etc., and will accommodate fifty pairs of birds. Each unit will represent a color and the birds in that unit will be banded with a number on a ring or band of the same color.

There are eight colors in which bands can be purchased, making it possible to have eight units in one section, then when these eight units have been filled up with breeders the colors and units can be duplicated by calling it section 2, section 3, etc.

The same number will be used on the same mated pair placing the band on the left foot of the hen and on the right foot of the cock, posting to the stock-book all the information that the stock-book calls for. The following shows how this will work out in practice.

SECTION NO. 1

<i>Numbers</i>	<i>Units</i>	<i>Colors Allotted to Units</i>
1-50	1	Yellow
1-50	2	Red
1-50	3	Blue
1-50	4	Green
1-50	5	Pink
1-50	6	White
1-50	7	Cherry
1-50	8	Gray

Assume that No. 14 pair have a pair of squabs that you wish to save and when they are five to six weeks old you band them with a number with the color, that they will be placed in a unit allotted to that color when they reach maturity. Supposing that you band them with 20 and 21 in red, placing them in the rearing coop. You make record in the stock-book of the transaction and the color red means that they will be placed in coop or unit 2 when they have mated off. When a pair mates, examine the numbers to see that there is no inbreeding which your stock-book will show up and make out another stock-book page for this mated pair of breeders and any time that you wish to trace their parentage down it can easily be done.

The stock-book eliminates all possibility of keeping poor producers and enables you to keep a closer track of your birds, giving you such information as is necessary in making the plant pay and in keeping a regular system for ascertaining the profits.

Busy Marketmen in the Cities Want Squabs and Other Products but They Will not Conduct a Correspondence with Parties Who Are Merely Investigating and Have Nothing to Sell. All of Such Large Firms Get Dozens of Letters Every Week and They Cannot Afford to Take Time and Stamps to Answer Them.

About a year ago I wrote for one of your squab books. I have looked it over very carefully and it looks good to me, but here is where I am stuck. I can't get a reply from New York City from the different commission houses that you gave in your book that buy squabs. I live 191 miles from New York City, right in a good shipping zone if I could get in touch with these buyers. I have a place where I could keep two thousand pairs of breeding birds and only ten minutes' drive from depot. I can put a shipment of squabs on train tonight; they will be in market tomorrow morning; if I can get in touch with the buyers I will start in business. But our town is no good for them because it is a railroad town. I want to hear from you about the sale of them in New York City. If I can find ready sale in city I will start in business. — *Fred Haynes, Pennsylvania.*

ANSWER. Trying to convince people that the New York City marketmen buy hundreds of dozens of squabs daily is quite a task, year in and out. In the above case we gave a letter of introduction for Mr. Haynes to one of the New York marketmen and they wrote him a convincing letter. It must be plain to all that busy city marketmen cannot answer inquiries from prospects who are merely thinking of starting at squab raising. Each firm gets dozens of such letters in the course of a week asking if it is really true, etc., that they will buy squabs, and it costs money and time to reply to such letters. Few of the writers even enclose a stamp for the reply. The only practical thing to do is to go to work and raise the squabs and then when you have some to sell you will find the marketmen more than eager to get them. If you do not believe this, why is it that these city marketmen are constantly advertising for squabs not only in our books but also in every place where they think squabs may be obtained? They make their living selling squabs and other poultry, and eggs. That is their business. If anybody else like Mr. Haynes has written to marketmen seeking a market for prospective squabs, and obtained no reply, please write to me and I will give him a letter of introduction to a marketman who will reassure him on this point. This applies to any part of the United States. There is a market at your door, or within easy shipping distance, for all the squabs you can turn out, and at profitable prices and if this is not plain to you after reading our printed matter, then this should be amplified with letters which we will cheerfully write you.

FACTS AND COMMENT ABOUT SQUABS

By ELMER C. RICE

IN an issue of the *Miami* (Florida) *Daily News* in December, 1928, I notice an article of interest about squab marketing. According to a survey made in that city, there were consumed in the hotels of Miami and Miami Beach, in the 1928 winter season, seventy-five thousand dozen squabs. Almost one million. Nearly all of these were shipped into Miami by the marketmen of New York and Chicago, the home supply now being small, as Florida folks are just waking up to the importance of their great squab trade. The hotels of Palm Beach, which is sixty miles north of Miami, took about the same number of squabs that winter, practically all shipped in from the North. The so-called winter season in Florida lasts from December to March inclusive. Here are two million squabs being consumed in four months of each year just in the tip end of Florida.

Squabs Scarce When Wanted for a Banquet

A correspondent in Wisconsin writes some interesting market news. The chef in one of his city hotels took one hundred sixty-eight adult pigeons in one lot for an urgent banquet. The chef insisted on buying them because all he could get otherwise were frozen squabs. He preferred to buy fresh-killed adult pigeons instead of cold storage squabs because they were to be served boneless. The chef would have been glad to buy four weeks old squabs but they could not be supplied by anybody. This condition is quite common in all parts of the country. If a hotel or restaurant man or banquet manager in the smaller towns and cities wants young squabs on short notice he cannot get them from local breeders, but has to telegraph or write to Chicago or New York wholesale squab distributors, or else use adult pigeons as this one did.

Not a Matter of Names

Pigeons do not breed according to the name of the breed. Many ask us which breed best, our Homers, our Carneaux or our White Kings? This is like asking if a man named Smith will have more children than a man named Jones or a man named Robinson, or to put the matter in another form it is like asking if a white man will have more children than a Chinaman or a Chinaman more children than a negro. We all have seen large families of white children. We also have seen small families of white children. We have seen large negro families and also there are many negro families with only one or two children. There is no set rule for such matters. Pigeons are pigeons and breed like pigeons. Some Homers will breed better than some Carneaux or White Kings and some Carneaux or White Kings will breed better than some Homers. It is a matter of the individual specimens. By reading the actual breeding accomplishments of our customers you will see that they get satisfactory and profitable results from the Extra Homers, the Extra Carneaux and the Extra White Kings.

Many of our customers bought our Extra Homers before we sold the other two breeds and have been so well pleased with them that they would not buy anything else, but our Extra Carneaux and Extra White Kings are fully as desirable, as customers who have bought these breeds tell. In fact, the first-class trade in every section of the country is willing to pay more for the Extra Carneau squabs and the Extra White King squabs because they are larger than the Extra Homer squabs.

There is a market for all three breeds, not only their squabs but also the adult pigeons, and bearing this in mind, each customer should decide for himself which of our three different breeds is suited to his requirements.

The only way to build up a profitable flock of squab-breeding pigeons is to save the young from your best breeders and best feeders. These qualities of breeding and feeding are handed down from one generation to the next. You should kill and

market the squabs from the slower breeders and poorer feeders but, as I say, save the other squabs for increasing your flock. In other words you save for breeders the children whose parents are earning you the most money.

Homers Most Popular

The most widely sold breeds for squab raising are Homers, Carneaux and White Kings. The steady, profitable call for squabs is not altogether for the bigger squabs. Some trade wants the White King squab, but the biggest volume of trade now and always has been in the Homers. The Homer squab is large enough for a meal, and there is a profit in breeding, selling and serving. I have a letter from W. L. Morgan, an Iowa squab breeder, who has been working with White Kings and Homers. He writes: "I like the Homers best because of their hustling disposition primarily, and I believe it best to stick to one breed. The White Kings are bigger and produce bigger squabs, but a Homer squab here will market for practically the same price."

Sells His Squabs for \$1.25 Each

I had a visit from a physician who lives in a Massachusetts city, twenty miles from my farm. This gentleman, Dr. Constantine Popoff, bought a flock of Carneaux from me several months ago. He has a busy practice but also finds time to make money breeding foxes as well as squabs. He told me that he sells all the squabs he can turn out right in his own city. Folks call him on the telephone for squabs, and he sells them for \$1.25 each, killed and plucked. He could sell a lot more if he had them. He has no printed matter to get these customers. His customers know only that he is raising squabs and that he can give them what they want.

Twenty Years of Squab Breeding

An interesting squab farm is that of Charles W. Leavitt in New York state. I should join with him his superintendent, Charles E. Prescott, who for more than twenty years has carried out Mr. Leavitt's ideas. Mr. Leavitt is a landscape engineer. He bought his farm twenty-two years ago to experiment with ducks and found them unprofitable. Later the hens were given up because his small start with squabs paid best. They have increased their squab plant until now they have four thousand pairs of adult birds, all Extra Homers.

The Leavitt dwelling house is a beautiful stone mansion and the whole property is laid out in a beautiful manner. Contrary to the usual suburban farm near New York City, this farm pays. Mr. Leavitt's farm help is of high grade, and he holds the men by giving them good wages and good living conditions. There is plenty of good-will and coöperation from all who work on the place. The squabs are the leaders in volume of production. There are also orchards and a small milk plant. Both forage and field crops are grown on the farm, and an employee shares in the profits after he has been on the pay roll for six months, and continues until the end of the financial year. If a workman serves six months, but leaves before the end of the financial year, the amount which he might have earned goes into an employees' welfare fund. This is used to pay doctors' bills, entertainment, etc. Married men are paid by the month, being given cottages. Each cottage has ground for its own garden. Coal and other supplies are furnished by the owner at wholesale rates. That this plan works well is proven by the fact that some of the men have been employed for fifteen years.

The orchard has grown to twenty-five hundred peach and apple trees. Hay is grown for the horses, vegetables are sold. There is no grain grown for the pigeons, because it can be bought cheaper than it can be raised. The low prices of grain are made on the great western farms.

Mrs. Leavitt is a factor responsible to a large degree for the success of the farm.

Here is a case where the picture of Mrs. Leavitt ought to be printed, for she is entitled to a lot of credit.

They have a market right at their roadside for all of their peaches, and nearly half of their squabs, also much of their apple production. This wayside market was first placed at the stone wall near their farm entrance, but so many automobiles stopped, that in order to prevent blocking traffic, the farm market was moved into the farm grounds. There is a shed which serves as a shelter both for the goods and the salesmen. From twenty to thirty automobiles may be seen parked on a good market day like Saturday. The squabs not sold at the farm go to New York City alive for the Hebrew trade.

Louisiana Lady's Squabs

Mrs. Geoffrey A. Barton, a Louisiana lady, writes: "A little over a year ago I bought from you one dozen pair of Carneaux. These birds have done so wonderfully, in spite of a good many handicaps, that I felt that I wanted you to know. I was absolutely without any knowledge or experience of pigeons before I bought these and in addition they arrived in the midst of the high water, and we are in the area that was in such danger. In fact, a portion of the plantation was under water. So, for a while, the pigeons had rather a bad time of it. In spite of all, however, I have about seven times as many birds as I started with, and they are all big and healthy, producing squabs averaging a pound each. I hope soon to have a prosperous little squab farm."

Sunlight Is Good

Squabhouses should not be located in shady groves. Pigeons should have a direct sunlight the part or whole of each day. I could name many cases of trouble, even complete disaster, from keeping pigeons away from direct sunlight. The reason for feeding chickens and chicks cod liver oil, is principally to give them the effect of sunlight which they do not get. The pigeon man or woman who is letting his birds out into the direct sunlight every day, and at the same time giving them wholesome grain and clean water, will not have a sick pigeon. Keep this thought of direct sunlight in mind, and you will do your pigeons and yourself a lot of good. The best way to treat a sick pigeon is to throw it out of doors and let it get well. Pills and medicine for pigeons are not worth the time necessary to give them to the birds.

Profitable Hobby

One of my correspondents in Florida, W. O. Speer, has a hardware and sporting goods trade. He writes me he did not go into the pigeon business for the money he could make out of them, but in this connection has been agreeably surprised. He has one hundred and fifty of my Extra White Kings in three pens. What he calls his Number One pen has ten pairs of these birds, and from this pen he has sold eighty dollars worth of squabs in a period from January 15 to May 6 of this year. He has three houses. He is using egg crates for nest boxes, equipped with metal nestbowls with wood pulp liners. It takes him one hour's work every Sunday to keep his houses and pens clean. On the Sunday he wrote this letter to me, there were twenty-seven people out to see his pigeons and squabs. His letter further continues: "I have had offers of \$6 a pair for my birds, but I would not take \$10 a pair for them. I will explain myself further by saying I would not sell them at any price. It is a real pleasure to have my cook kill and dress about a dozen squabs on Saturday, to send to friends in my town who have been sick. I also take pleasure in sending squabs to friends who know something good to eat when they get a chance at it. The hotels in my town beg me for my squabs at \$9 a dozen. I believe I will have about three hundred pairs breeding by October 1 when the winter

season opens in Florida. The Yacht Club here wants me to agree to furnish them with fifty pairs of squabs a week, next season. I could sell more to the Florence Villa Hotel, the Haven Hotel and other tourist hotels. The cost of keeping my birds is small, and the only expense I have had is building my squabhouses and pens. I would have done this if only to keep them for pleasure. My hobby is raising squabs and registered English Setter bird dogs. I find that you get out of anything that you start, only just what you are willing to put into the game. Excuse me for writing you so much, but I am so interested in this wonderful project, that I wanted you to know how much pleasure these pigeons have afforded me."

Contented Owners of Small Flocks

I have an interesting letter from J. North Fletcher who lives in Virginia. He says he has a flock of forty pairs of Homers and continues: "I have been selling all of my squabs to local people for \$1.50 a pair. My pigeons pay me a nice little profit. Not one of my pigeons has ever been sick and they raise beautiful squabs."

There are flocks like these scattered all over the country, thousands of them. These breeders are perfectly contented with their small flocks. They do not care to run large plants of several hundred or thousand pairs. Most of them work daily at other occupations. Moreover, a large plant producing squabs calls for an expenditure of hundreds of dollars, and these small breeders have not the money for such an undertaking. They would rather put their money in a savings bank or coöperative loan association.

Squabs Are Not Sold at Fixed Prices — They Are Sold by Intelligent Breeders at the Price the Customer Will Pay.

In the matter of prices for squabs, producers are peculiar. Generally they want to know what present prices are, evidently having a notion that squabs are sold at fixed prices. This is far from the truth. Squabs wholesale for fifty cents to ninety cents a piece or a pound, depending first on the intelligence of the breeder and second on the time of year and location of the market. Squabs retail for ninety cents to a dollar and a half apiece. Many rich families want only the big squabs and insist on paying \$1.50 apiece for such birds weighing from a pound to a pound and a half apiece. They would not be interested in anything offered at a lower price.

This matter of prices reminds me of an adventure a friend had with a farmer in a New Hampshire town while spending a vacation. He was buying eggs of him and paying him 62 cents a dozen. I asked the farmer how he made this price or where he got his figures, and he named one of the Boston daily newspapers. He said it was his daily habit to turn to the market column of this newspaper every morning and find there the prices for eggs. He sold at the figures there stated. One morning I happened to see the paper myself and there the price for eggs on that day was given at 26 cents. That is all my friend paid for the eggs that day. I asked the farmer how he accounted for this sudden drop and he had no explanation, was quite puzzled by it, still he sold the eggs at 26 cents. It appeared to me to be a typographical error, evidently intended for 62 cents instead of 26 cents. However, as my friend was buying the eggs and not selling them he did not betray this worry to the farmer. This is an illustration of how some producers rely on prices for eatables they see quoted in the papers. Such figures do not mean a thing to anybody of intelligence. If your customers have been paying you, for example, 75 cents apiece for squabs this shows that they are willing to pay 75 cents.

Squabs Sell for More Than Chickens

In talking about squab marketing, the real fact to remember is that squabs sell both at wholesale and retail for more money than chickens, and moreover, the squab market is good every day in the year. Squabs are salable at wholesale from



How Plymouth Rock Squabs Look Cooked on a Platter Ready for the Table

two to three times the price per pound paid for chickens, and when the breeder is enterprising enough to sell at retail, he gets three to four times the chicken prices.

Marketing Is a Matter of Intelligence

The marketing of both squabs and pigeons is largely a matter of intelligence. I have seen many cases of persons in business who ought to know what they are doing, but they disclose almost no knowledge of prices. As a matter of fact, prices are seldom discussed. You never see printed in the newspapers the cost prices of the goods that are being advertised. I walked into an upholstery shop recently and saw the boss working on a parlor set of three pieces. He complained that the department store paid him only \$40 for the job and intended to retail the articles for \$160, still he was doing the work. So it is with everything. As a matter of fact, breeding pigeons are sold on a lower margin of gross profit than department store goods. In many lines of merchandise such as jewelry, to name one example, the spread between the first cost and the selling price is from five to ten times the selling price. There are hundreds of classes of goods which cannot be marketed at a profit unless the selling price is five times the first cost price. Gasoline was formerly thrown away as of no value. The oil merchant made his profit on the other ingredients of crude oil. The actual first cost of gasoline now is probably only two or three cents a gallon, but consumers cheerfully pay from fifteen to thirty cents a gallon because it is worth that to them. The gasoline producers have a profitable margin to work on. You can tell this by the good corner locations they buy and the dividends they pay.

Cost Twenty-One Cents for This Breeder to Raise a Squab to Market Age.

W. K. Wolf writes that a ready market exists in Florida for squabs, especially during the tourist season when first quality squabs bring \$1.50 to \$2 a pair. Squab raising is expanding rapidly in his section of Florida. During the summer Mr. Wolf saves his young for breeding stock and he has been able to sell breeders at the rate of \$5 to \$8 a pair. The squab demand slackens in Florida during the summer but when the northern people go in there to spend the winter months the trade picks up. Mr. Wolf is breeding White Kings and Carneaux mostly. Mr. Wolf estimates after careful study and figuring that it actually costs about twenty-one cents to produce a squab four weeks old. In this figure he comes close to what has already been printed. His pigeon feed has been costing him \$4.60 per hundred. He keeps

all of his stock enclosed and grades them in various houses. He has been successful in getting the editor of his local paper to print a first-page account of his activities in squab raising, all of which helps his own squab business and the squab business of everybody. In the part of Florida where Mr. Wolf is located, deer and birds were running wild forty years ago, also bears and panthers. All one had to do in those days for meat was merely to step out of the door into the yard and get plenty of either deer, quail or wild turkey without walking more than a few hundred feet. Bears were frequent visitors. Fish were so plentiful in the bay and they would make so much noise in the water that it would keep a person awake at night. A launch going through the bay would make such a commotion that mullet would jump into the boat.

One Dollar Each Wholesale

I had a visit last month from a professional baseball player who is on the Lynn team of the New England League. Lynn is four miles from Melrose, and this ball player came to my farm on the trolley car which runs by my house. He brought his wife with him. They live in a Virginia city and are planning to start a squab farm there. He has had some experience raising the fancy breeds. This ball player, the first part of this summer, was playing with the Springfield nine. This is a city in the western part of Massachusetts. On going to the market in Springfield, he paid three dollars for a pair of Carneau squabs which he and his wife wanted to eat. The market man told him he had a sale for squabs at this price, and was willing to pay two dollars a pair for them.

Toy Pigeons and Squabs

A correspondent in Wisconsin, Bernard Renzelman, writes that he is now raising fancy pigeons, but he says he has lots of calls for squabs, and now he wishes to go into the squab business, and wants me to stock him up. He has just built a new squabhouse. Every breeder of fancy pigeons has the same experience. His townspeople, as a rule, are not much interested in toy birds from a fancy standpoint, but when someone gets sick and a doctor recommends a squab or two, or when a woman gives a party, such breeders are asked if they can furnish squabs. The natural demand for squabs which arises in this manner, and in other ways, is enough to take care of the steady growth in the business.

Worms and Mold

John Green, of Ohio, writes that he bought grain in his home town and found worms in it, also some of the grain is matted together. He wants to know if such grain is fit to feed to pigeons. Decidedly no.

How to judge grain is not taught in the schools. The best rule I know of is not to feed pigeons grain that you would not eat yourself. You certainly would not yourself eat grain with worms in it or grain that is molded and matted.

Demand for Squabs in Hawaii

A correspondent in the Hawaiian Islands, Louis Rosa, writes me with regard to squab conditions there. He says the demand for squabs is big. The markets are under-supplied and the breeding stock is not good. This demand for squabs in Pacific Ocean territorial islands, twenty-two hundred miles from San Francisco, is a good indication of the steady national growth of squabs. The best advertising is one person speaking to another. Certainly no advertising has been done in the Hawaiian Islands to make squabs in demand for eating.

A condition like this, which is common in many localities, should be taken advantage of by breeding squabs. There would be no sense in advertising, because the demand already exists in such places with little or no supply.

Cleaning Out the Crops of Squabs. Kill Them When the Crops are Empty.

A year ago I purchased from you twelve pairs of Carneau. I have now about two hundred. I have been reading the Manual and I cannot find any definite information on how to wash the crops of the squabs. Also I would like to know whether I should clean the heads of the squabs for shipping. — *Joseph Shebert, Ohio.*

ANSWER.— The best way is to take the squabs out of the nests at night and kill them the next morning. Or you can take the squabs out of the nests in the morning before they have been fed. In either case, their crops will be empty. It is a waste of grain and a waste of time to clean out crops of squabs after killing, but it should be done if necessary, using a quarter-inch metal pipe from a water faucet. Put the pipe down the mouth of the squab as far as the crop and wash out the grain in the crop. This waste grain may be fed to hogs. The best way to get the feathers off the heads of the squabs is to burn them off over the flame of a small alcohol lamp.

I Know the Good Qualities of Plymouth Rock Homers as Demonstrated to Me in Cold Canadian Winters Forty Degrees Below Zero.

Please let me have your prices on five hundred pairs of Extra Homers. I have a man interested to go in and he wants to put the business on a paying basis at once. I have gained quite a bit of experience from pigeons, as I purchased a few pairs in 1912 while at Weyburn, Saskatchewan. I then kept them only for a hobby, but when I left Canada at the outbreak of the war I sold three hundred old birds and I don't know how many we killed as we ate them regularly and sold considerable. The stock I bought of you in 1912 arrived in the worst storm we had that winter, but the birds were in fine shape. My wife was in the hospital at the time, so I put the birds in a cage I made for them in the cupola of a caboose, as I was not home enough to care for them. All three pairs layed, so we left them there until the youngsters were twelve days old, then I fixed up the attic in my house. I put paper on the floor and built nest boxes around the chimney. We had a lot of forty-below-zero weather, but they did fine. I am out of the railroad game now, so can give the pigeons a square deal from the start. Clubs around Seattle will pay seven dollars for eight-pound squabs, as I learned by making a canvass. — *W. H. Emblin, State of Washington.*

Chinamen in British Columbia are Good Buyers of Squabs. They Will Take Them Alive Out of the Nests when Three Weeks Old and Pay One Dollar Apiece.

I have just seen the Homers and Carneau you supplied my friend, Mr. A. T. Morrow, of this city and must say they are the largest pigeons of their kind around here. I would like you to send me your catalogue and also any printed matter you may have. I might say Mr. Morrow is well pleased with his pigeons and will soon be sending for more. There are about twenty-five thousand Chinese in this province and they are keen after squabs. This winter Mr. Morrow sold some to the Chinamen, who take them alive out of the nest at three weeks old. They were paying in December one dollar apiece, or twelve dollars per dozen, which is a very good price here. — *S. R. Jackson, British Columbia.*

As soon as I have accommodations ready I intend to stock up with Plymouth Rock Homers, as they are the best I have seen in Homers anywhere. Squabs here in the winter time fetch good prices, running from six to nine dollars a dozen, and in the summer around four dollars. — *John William Calto, British Columbia.*

HOW I MAKE MONEY WITH A FLOCK OF PLYMOUTH ROCK EXTRA HOMERS

I Started with Twelve Pairs in 1921, and One Year Later, in 1922, They Had Multiplied to 250 Pairs at Work, and 100 Youngsters.

BY WALTER R. ELLIS

I STARTED in the squab business in June, 1920, with twelve pairs of Plymouth Rock Extra Homers at \$2.90 a pair, and had them at work in about one week. I have now five hundred birds at work and one hundred young birds.

I don't think they can be beaten for their size, beauty and production of fat squabs. The squabs have averaged ten pounds to the dozen the year around. I am getting seventy cents a pound at this time of year and more in the fall and winter.

I use a prepared feed without corn, and mix peas with it, about ten pounds to the one hundred pounds.

I have followed Rice's Manual as near as possible.

I had two birds die and I think they flew into each other and killed themselves, as I found them lying in the fly.

I have had no trouble with lice. I use tobacco stems in summer and broom straws in winter, as I can get them from the broom factory close to me at any time.

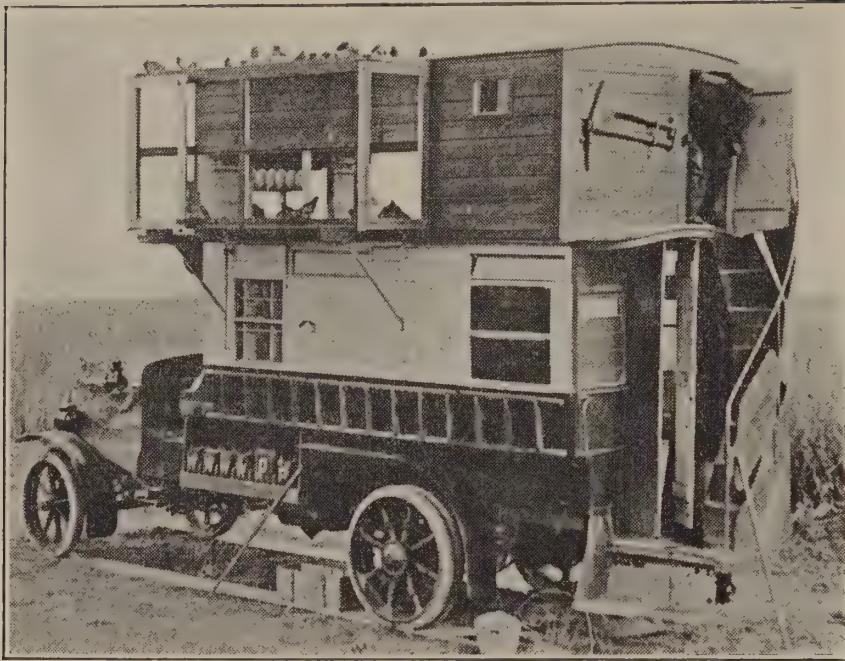
From January 1, 1922, to June 16, 1922, I sold squabs amounting to \$550.24 and my feed cost \$175; net proceeds, \$375.24.

I don't think there is anything more profitable than raising squabs and I am increasing my flock all the time as I want to build up to two thousand as soon as possible.

NOTE. The above account is briefly told, although recording a splendid achievement. From a start with twelve pairs of Extra Plymouth Rock Homers, it is a first-rate job to run them up in two years to five hundred adults at work and one hundred youngsters, all the while selling some squabs. This speaks mighty well for the breeder, the stock and the methods he used. Mr. Ellis lives in Maryland. For the first six months of 1922 he had a margin of nearly four hundred dollars above the cost of his grain, selling at wholesale prices. In October 1922 we wrote Mr. Ellis if he would send us some pictures of his flock and he replied: "I heard from my pictures last night and regret to tell you that they did not come out well. I will have some more taken at the first opportunity and will send them to you. My birds are going at a great rate. I have been selling squabs all summer at sixty cents a pound, just killed. I wish you could see them." See our special offer No. 3 if you wish to start with twelve pairs of our Extra Homers, as Mr. Ellis did. This will cost you only \$38.00, and you will get ahead much faster than if you start with only three pairs or six pairs.

After Experience with a Small Flock of Plymouth Rock Carneaux We Are Planning to Give All Our Time to Squab Raising with These Pigeons.

If you remember, we bought a few young mated Carneaux of you a few years ago. They were very satisfactory and we liked the work very much. Now we are thinking very strongly of selling our meat and grocery business (as we have a prospective buyer) and taking up the squab business. Give us your best prices on from two hundred to three hundred pairs best mated Carneaux. — *Slaughter Bros., Delaware.*



Homers Still the Old Reliable War Messengers

Copyright Underwood & Underwood, New York

According to the usual run of things, the carrier pigeon should long ago have passed from usefulness in modern warfare. There must be something about the work of the birds that makes them necessary to the progress of armies. When telegraph and telephone wires are down and wireless cannot be used, the most trusty messenger of them all is put into play, and he usually delivers the goods. The carrier pigeons are housed in the fashion shown on the roof of a motor car, and can be moved easily to any place desired. The war was a great stimulus to the breeding of Homers and explains the great interest now in all sections in the use of Homers for racing and message work. A war officer this year lectured on Homers in Melrose and after his lecture I was visited by a townsman who said it was one of the most interesting lectures he ever heard and he comprehended now, for the first time, what my Melrose pigeon plant was all about. Customers buy my birds now for message carrying in various ways. They take the birds to town by automobile and send them home with messages. Boys take them to school after vacations and send them home. Patrons of games send them home with the score. The radio boys can receive but they cannot send. You can send as well as receive with Homers and have a lot of fun doing it. There is a lot of knowledge to be obtained by breeding a flock of pigeons and a boy interested in a flock of Homers is not only learning in a good way things that he ought to know about sex matters but he is kept off the streets and is getting some idea of business and management.

I Have Been Breeding Pigeons for Nine Years, but Never Saw the Equal of the Imported Belgian Homers Received from the Plymouth Rock Squab Company.

I want to thank you for the personal attention that you gave my order for three pairs of Plymouth Rock Homers. I was surprised to learn that you had sent me some of your direct imported stock from Belgium. All three pairs are driving and are doing fine. I feel as though I am going to have good luck with them. I have been raising pigeons for nine or ten years, but I have never owned any birds to come up to the ones you sent me. I will take great care in sending them to our State Fair this year. Let me thank you again for your kindness. I have bred every kind of pigeon you can think of, but have found out my trouble was that I did not get good foundation stock. — *C. Middleton Jones, South Carolina.*

Old Customer Returns to Squab Raising

Several years ago I bought some pigeons from the Plymouth Rock Squab Company and liked them very much. I would like your prices now. — *T. A. Myers, Texas.*

Conditions for Squab Raising Good in California

Yes, I am the same Mr. Babcock who formerly lived in New Jersey and traded with you fifteen years ago. I am not raising squabs, but expect to start again. Conditions in California are much better now, better than any time since coming here. Price of grain was the biggest drawback and also the prices for squabs received since the pigeon farm in Los Angeles was washed away in the winter of 1913 and 1914. Grain will always be a little high here as very little grain is raised in this section. Corn and wheat have to be shipped in. The climate is O. K. and houses here can be more open than in the East. — *B. F. Babcock, California.*

Plymouth Rock Pigeons Win at California Fair

I had some of my Homers out to the Fresno County Fair. I got blue ribbon on your squab breeders and I got second for blue check old cock. I got second on one of the first red check Homers I raised from your stock. I got second on the blue check hen. For young flying Homers I got first for blue bar cock, and first for the red bar cock. I got second on young hen and third on the young hen, so you see I did well. That's the first time I have had any pigeons out to a fair. The price of squabs has gone up again in the city and I shall soon ship up there. — *W. Firestine, California.*

One Cock with Two Hens

I have been reading your Manual and I think that it is the best book that I have read on how to raise squabs successfully. It is very interesting and to the squab raiser it is a great asset. I am having an unusual experience of one cock with two females and they are good workers, all of them. At the time that I am writing this letter, one bird has two eggs and the other has one squab (the other egg did not hatch; that is the first time it has happened) but they are mating again; this will be the third time. One female is a Homer and the other is a brown pigeon (not a Carneau). The cock is a Homer. — *R. Bourne, California.*

Customer in Oregon Does So Well with a Small Start that He Builds a House for One Thousand Pairs and is Going to Give All His Time to the Business.

Will you please let me know if you make any difference in price if a person buys one hundred pairs of your best Extra Homers, also three hundred pairs, as I am getting ready to build a loft to hold one thousand pairs. The pigeons I bought of you have done so well that I am going to give my time to raising squabs; therefore, I want to get prices on large lots. — *J. F. Johnson, Oregon.*

California Woman Finds More Money and Less Work in Squabs Than Chickens.

We have no trouble here in getting from fifty to seventy cents per pound live weight for squabs and my Carneau squabs run to one pound at four weeks. I think there is more money in pigeons than chickens and much less work. — *Mrs. N. L. Eirkholtz, California.*

Minister Finds that We Take a Helpful Interest in Our Customers

One need not wonder why your firm has such success when you manifest such interest in your customers as you do. I have talked with my father-in-law about your pigeons and he has seen mine and desires to buy some. — *Rev. Earl T. Hann, New Jersey.*



How City Dwellers May Raise Squabs

Pigeons may be kept and squabs raised successfully inside any kind of a building like this. The idea of the small platform and cage is to let the birds have access to the sun and air. It is not necessary that they put feet on the ground. The above photograph was furnished to publishers during the war by our Department of Agriculture at Washington as part of the campaign to increase the production of squabs and fowls for home use so as to release beef, pork and mutton for the armies. The encouraging instructions put out by the United States Department of Agriculture read as follows: "Grow squabs in your backyard. Take little room, grow quickly, are easy to raise. The pair of pigeons Noah took into the ark could nest and hatch and raise a pair of squabs in the forty days the rain lasted. The eggs of pigeons hatch in seventeen days. The squabs are ready to eat in three or four weeks. No other domestic bird or animal can make its meat product in so short a time and repeat seven or eight times a year. A box attached to a wall will house a pair of breeding pigeons. A coop 6 x 6 x 6 feet will accommodate eight to ten pairs. What little care pigeons require can be given at the convenience of the keeper at night by artificial light quite as well as by daylight. Squab growing can be carried on extensively by those who cannot keep live stock of any other kind. Nothing easier to raise. Nothing better to eat."

That is certainly good praise from our Government for squab raising. From our experience we want to give a word of caution to those who raise squabs in the loft of a barn or in an old building. Make it ratproof by lining the whole interior with small mesh-wire netting, also the exterior flypen, so that rats cannot get in to kill the squabs. If you make it impossible for rats to enter, they certainly cannot make any trouble for you, but if you don't they will. The usual squabhouse built according to our directions is ratproof, but old buildings generally have rats in or under them.

Plymouth Rock Extra Homers Going Strong in California. Large Repeat Orders Because They Are Good Workers and Breed Squabs Which Bring Sixty Cents a Pound Alive.

Can you let us have one hundred pairs of Extra Plymouth Rock Homers at the same price as the last one hundred pairs you shipped us? That is, three hundred dollars for pigeons, nestbowls and drinking fountains, express charges prepaid by you? The last one hundred pairs we received from you are working fine. We are so well pleased with their work that we are contemplating ordering one hundred

pairs within a month and one hundred pairs in June or July of this year, provided you can let us have them at the same price as our first order. We are receiving sixty cents per pound alive for the squabs at present. Our Plymouth Rock squabs average eleven pounds to the dozen. We consider this good weight for Homers. Trust to hear from you with a favorable reply. — *Burns Bros., California.*

NOTE. — We replied yes to the above letter and their repeat order for our Extra Homers followed. California buyers who want the best send to us for the Extra Homers and Extra Carneau.

Prompt, Courteous Attention and the Finest Lot of Pigeons I Have Ever Seen. My System for Color Banding.

I am delighted. The pigeons are the finest lot I have ever seen and I am looking forward to showing these birds to the man I wrote you about. Thank you ever so much for your prompt, courteous attention. I note what you say regarding freight charges for grit and I appreciate your good judgment in not sending same and your kindness in sending me recipe for making my own grit. Will band original six pairs of breeders with red bands and I want three sets of same numbers on white to place on young birds, as I raise them before mating. My idea is for example to band all young birds raised from No. 1 pair of breeders with No. 1 on white bands and from No. 2 breeders with No. 2 on white, and so on. In this way I will know all young birds at glance by white bands and their numbers will be same as parents. When time comes to mate young birds, I will order another color band numbered from No. 7 and carry out the same plan by numbering their youngsters on white bands, numbers corresponding with parents' numbers. — *George T. Newhall, California.*

Cold Storage Plants Are Now in Every Section and Squab Breeders Who Want to Take Advantage of the Year's Best Prices Store Squabs and Take Them out When Prices Are at the Highest. It Costs About Six Cents a Dozen a Month to Keep Squabs in Cold Storage.

I went to a neighboring town and visited a man who had fifteen hundred pigeons and made \$4,000 last year clear. He kills for one hotel all summer nearly every day and puts on ice until the hotel opens, then delivers as they want. Any squabs left at end of season are iced for next season. He cannot supply the demand. — *Mrs. Lois F. Moss, Florida.*

Pacific Coast Customers Get Freight Shipments from Us by Steamship from Boston through the Panama Canal at Low Freight Rates and Fast Service

Customers who live on the Pacific Coast have written us that they dislike to order our goods shipped by freight on account of the slowness of the railroads in taking shipments from New England to the West. We wish to inform our western trade that there is now a line of steamships running from Boston through the Panama Canal to the Pacific Coast points and these steamships make the trip in three to four weeks. This is much faster than the average freight shipment would go by rail.

To show you how this works out, we cite the case of a customer living in Central Point, Oregon. We shipped him a large quantity of nestbowls from Boston on December 17, and the steamship reached Portland, Oregon, so that the goods were transferred to the railroad which carried them to Central Point, Oregon, which they reached January 27. The freight charges from Boston to Portland were only \$3.75 and \$1.28 more for the railroad journey from Portland to Central Point.

This line of steamships from Boston covers all points in California, Oregon and the State of Washington, and our customers who live in those States may be assured of quick and satisfactory service when their supplies go by this Panama Canal route. We do not ship pigeons by these steamships. The pigeons go to California points only by express.

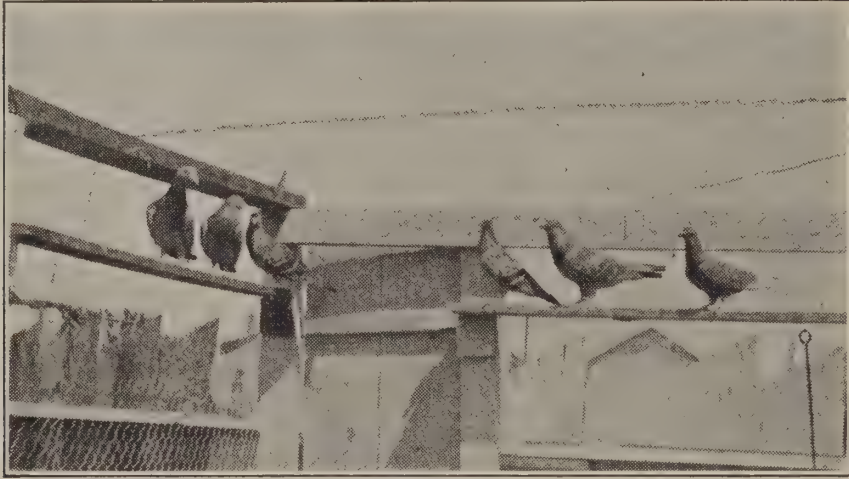
PLYMOUTH ROCK SQUAB COMPANY

196 HOWARD STREET

MELROSE HIGHLANDS, MASS.

Good Boosters for Plymouth Rock Pigeons and Plymouth Rock Business Methods in This Texas City.

The six pairs of Homers are doing fine. Out of the six pairs you sent me, five pairs have laid and the other pair have a nest and are driving. The birds looked very roughed up and sorry from the trip, but right away began to bathe and preen themselves. Before the show they looked better than my birds and



Mr. Griffin's Plymouth Rock Homers Show Their Size Well in This Photograph

took off better prizes than mine. I saw the letter you had printed in your catalogue of Judge Ocie Speer's pigeons in my own town and went out to see his loft and you sure did get the praise. In my next order I think I shall try a few pair of your Carneau. I am sending you a picture of some of the birds I got from you in their new pen.

At the Southwestern Exposition and Fat Stock Show, I won out of seventy-five entries; firsts on blue bar and blue check Homer cocks. These birds were of your stock. — *Dana G. Griffin, Jr., Texas.*

In Five Months I Raised Seventy-Five Youngsters from a Start with Twelve Pairs of Extra Plymouth Rock Homers.

I started January 15, 1922, with twelve pairs of Plymouth Rock Extra Homers and on February 14, 1922, I bought three pairs more, making fifteen pairs, at \$2.90 per pair. I got them to work right away and on January 30 I had three pairs sitting on eggs. Since then I have raised seventy-five youngsters. Four or five pairs of these have mated and one pair is building a nest this morning, July 1. I have one little splashed hen mated with a blue checkered rooster that is building her *fifth* nest. I consider that is doing fine. I have squabs at three weeks and older that weigh from twelve to sixteen ounces. Some birds, I claim. I feed a mixture composed of maize, wheat, Canada peas, millet and kafir, sometimes a little rice and hempseed, also Plymouth Rock Health Grit, which is surely fine. I feed in a closed hopper. I haven't departed from Mr. Rice's Manual in the least way. I think it is a fine book. I haven't had any sickness or lice among the pigeons. I think my Homers are as fine a lot of birds as there are and I expect to buy more as soon as we can make room. — *Russell C. Vaughan, Texas.*

Squabs from a Flock of Only Thirteen Pairs Show a Margin of One Hundred Per Cent Above the Cost of the Grain in Sixteen Weeks.

Your National Standard Squab Book is one of the greatest and best books that I ever had in my hands. In my estimation there is really more instruction in this Manual than a beginner needs. Surely I do not see how you can sell a book of that kind for such a low cost. I would not sell mine for five dollars if I could not get another one like it. I have only thirteen pairs of Homers and Carneau's. I have sold \$16.60 worth of squabs to the dealer in sixteen weeks and paid \$8.10 for grain, leaving a profit of \$8.50. — *John M. Little, Pennsylvania.*

Plymouth Rock Squabs in New Jersey Bringing \$1.50 a Pair and No Trouble to Sell Them.

The pigeons I bought from you in 1921 have proved themselves wonderful birds. I now have quite a flock. Squabs such as I raise are bringing \$1.50 a pair, and no trouble to sell them. I am planning to build two or three more houses this fall and then I will want some more birds. — *W. Howard Dunbar, New Jersey.*

Pigeons Eat Sulphur and Charcoal

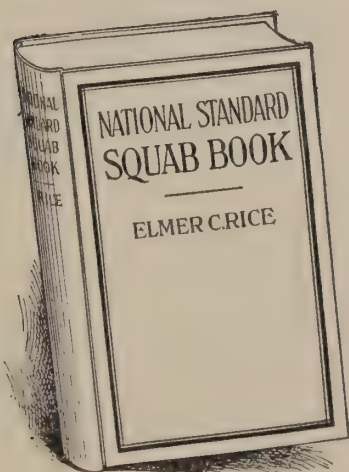
Since I received my Extra Homers last Christmas I have had very good luck with them. I have lost but one egg. I am well satisfied and think the Homer is the best pigeon. As I go out to feed my pigeons every morning, I usually light my pipe to smoke, and throw the burnt matches on the ground. One large male I have picks all the burnt sulphur off the tips of these matches. — *Paul Kleinberg, Ohio.*

This is the Textbook which the Writers of these Letters
Follow for Successful Squab Breeding

RICE'S MANUAL, THE

National Standard Squab Book

By ELMER C. RICE



Clothbound, 416 pages, 185 pictures. Covers every phase of squab breeding from building to marketing. The latest edition will be sent by parcel post at the two-pound rate, or by express. The price, transportation prepaid anywhere, is \$2.00, but if you will give us on a separate sheet of paper the names and addresses of four of your acquaintances who do or might keep pigeons we will send you the book prepaid for only \$1.00. No stamps taken. Foreign buyers should send an international post-office money-order. We make no profit on this book at \$1.00. It has fairly earned the title of squab breeder's Bible, and we circulate it at cost to extend the squab-breeding industry on correct and profitable lines. This book is in use by private squab breeders, Government stations, schools, colleges, public libraries, in every country on the globe where pigeons are studied or bred. Largest circulation of any livestock instruction book ever printed.

See order blank on page 53

PLYMOUTH ROCK SQUAB COMPANY

196 HOWARD STREET

MELROSE HIGHLANDS, MASS.

SQUAB BREEDING PAYS IN THE SOUTH

How I Raise Squabs for the New Orleans Markets. Climate Favorable. Demand Increasing Because of Stringent New Laws for the Protection of Game.

BY JOHN M. SMITH

I wish to congratulate you on the contents and make-up of your new free book, and also on the fact that you are able to quote prices substantially below the levels generally prevailing for some time past. I send you an order herewith.

Owing to a serious personal injury last October a renewal of my squab-raising activities has been greatly delayed and I fear I am not in a position to furnish you any information of interest or value at this time so far as my own experiences are concerned. Am just getting under way again building up a flock to be ready when the fall demand sets in for squabs. Making no effort to market any now, just selling a few to persons who call at my place for them. Obtain sixty cents alive, and seventy-five cents when they have me dress them. Hope to encourage the buying of live squabs in order to escape the work of picking.

Speaking generally, conditions in New Orleans are very favorable for successful squab raising, with ample outlet for many times the number to be had. Before I abandoned my former flock, which I disposed of during the war because of the high price and uncertain supply of good grain, I was selling all the squabs I could raise from my Plymouth Rock Homers, besides buying from a number of other breeders to fill my orders. The drawback to this outside buying was that many of the squabs offered were inferior and so far below the standard I would not use them for my trade. I am raising Carneau this time, as you may recall supplying me some foundation stock of this breed last year, and these birds are going great, perhaps making a better record than the Homers with which I was so successful.

I would handle the output of any breeders with small flocks who may not feel disposed to work up a trade of their own, provided they can supply squabs of the Plymouth Rock Carneau and Homer quality.

In New Orleans we have some advantages not enjoyed by breeders everywhere. We experience no extreme weather and the housing question is thus simplified, an open front shed with rainproof roof answering most all requirements. Drinking fountains do not freeze in winter, eggs and newly hatched squabs do not become chilled, and a flock of good breeders will keep up the maximum production the year round. Swift, Armour, Wilson and numerous local concerns offer cold-storage facilities where at small cost squabs can be placed in freezing temperature during the summer when the demand is slack and withdrawn later and marketed when prices are highest. We have no difficulty in securing tobacco stems for nesting material, many of the large cigar factories considering it a favor to have the stems hauled away. Others sell them in bales at from one-half to one cent per pound. Oyster shell, another requisite, is plentiful and one can get a cart-load to grind or pound up, or else scrape up a bucketful already pulverized by vehicle traffic from any of the shell road highways in and around the city.

Rice is an excellent ration for pigeons, especially valuable as a corrective in case of bowel trouble in the flock. It is plentiful and cheap here, the mills making a specialty of offering good quality broken rice for poultry and pigeon feed at prices ranging from \$1.50 to \$2.50 per hundred pounds, depending on the season.

I find a market for pigeon manure by advertising as follows:

"Pigeon Fertilizer. Unsurpassed for flower beds and small gardens. Pigeon droppings constitute a natural fertilizer possessing remarkable strength. It has no offensive odor, and when the flakes are pulverized and mixed well with the soil insures a rapid and luxuriant plant development. The particles of tobacco stems

present in the fertilizer also serve as an excellent insecticide against worms and bugs. Price, 15 cents per peck; 50 cents per bushel, sacked."

There is a fine field here for squab raisers to introduce their product. Heretofore this section has not kept pace with the rest of the country in the growing demand for squabs, due largely to the fact that the Louisiana markets have been so bountifully supplied with wild ducks, snipe, and other game, but within the past two years conservation laws have been enacted prohibiting the sale of game in the State at all seasons, with the result that the savory squab is now being accorded justly merited consideration by market men and chefs. What is needed most now is some hustling and wide-awake squab breeders to help develop the industry and supply the increasing demand.

I am glad to see you continuing your campaign for business down here and hope you succeed in interesting beginners and supplying them the quality of breeding stock that will enable them to succeed.

Plymouth Rock Homers Bred So Fast in Texas that This Customer Had to Keep Enlarging and Now He is Going to Move.

I am glad to inform you that my Plymouth Rock Extra Homers are doing wonderfully well. I couldn't ask any more from them. I have many squabs on hand, but can't meet the public demand. They say that my squabs are much better than any they can buy, for they are heavier and fatter. I am soon going to move out to the edge of town, where I will have more room; then I can go ahead on a larger scale. I started with six pairs of your birds in a pen six by ten feet; then I added ten feet more. They bred so fast that the birds became crowded, so I built again. You can see from my order that I believe the Plymouth Rock pigeons are the ones to buy. Will write you again when I get into my new quarters. I will be glad to hear from you at any time, as I owe my success to you and your wonderful birds. — *George W. Stewart, Texas.*

Plymouth Rock Extra Homers Do So Well in Texas that the Owner Wants from Fifty to One Hundred Pairs More. They Love to Eat Plymouth Rock Health Grit.

Please make me a price on fifty pairs of your Extra Plymouth Rock Homers and on one hundred pairs of Extra Plymouth Rock Homers, also nestbowls for above pairs. I bought twelve pairs from you folks in January, and received birds January 15. On January 30 I had eggs from a couple of pairs; since then some of these birds have hatched out their third pair of squabs (May 2 now). Some of these squabs weigh from fourteen to sixteen ounces at three weeks old — they sure are a fine lot of birds. They do eat that Health Grit. I think that it keeps them busy breeding. — *R. C. Vaughan, Texas.*

Nine Dollars a Dozen Wholesale Paid for Plymouth Rock Squabs in Atlanta, Georgia.

This will make the fifth order for your birds inside of nine months. We are shipping our squabs to Atlanta and are getting nine dollars a dozen for all we can raise. It is a pleasure to do business with you as you certainly have been square in all your dealings with us. — *Clair L. Bailey, Jr., Georgia.*

Plymouth Rock Pigeons Breeding Well in Florida

Please send me by express two dozen nestbowls. I am having wonderful success with my pigeons which I got from you in November, 1921. — *A. G. E. Jones, Florida.*

SQUAB MARKET POINTERS

Squab Prospects Never Better. Present Squab Prices can be Almost Cut in Half and the Business Would Produce the Profits of Five to Ten Years Ago.

After being five years away from pigeons, I had a very pleasant trip last week to a squab plant of about seven thousand birds that I stocked up with pigeons in 1915. Unusual conditions in the industry, with productive costs almost on a pre-war level, and squabs returning one dollar a pound retail for summer production, have prompted me to look further into the possibilities. I have talked with many of the old dealers of squabs both in New York City and Philadelphia and find squab receipts are practically down to nothing. Some say that ten years will not see squabs back to their former production. With all these facts in plain view I feel it would be an easy matter to interest sufficient capital to establish a plant on a large scale, eventually to take care of fifty thousand or more breeders; a size that would permit of the proper buying of supplies in wholesale lots and the most advanced methods in marketing of production. I can hardly think what the profits would have been on the two millions of squabs I produced prior to 1918 under present conditions. Present squab prices can be almost cut in half and the business still offer the profits of five or ten years ago, yet such a drop is entirely out of the line of all sound reasoning. — *Thomas Cahill, Pennsylvania.*

I Sell My Plymouth Rock Carneau Squabs to the Butcher for Seventy-Five Cents a Pound, and to Retail Buyers for One Dollar Each. Many Calls for Them.

I assure you I am both pleased with your birds and your treatment of me as a customer. I have lost but one of the original lot from you. Never had canker in any of them, and have raised some fine birds from the original. They are *always* working. The above is for your interest as well as mine. I am sorry my space is so limited, else I would have lots of pigeons. I have all kinds of orders for squabs now that people have found out I have them, but I can only supply a few each week. One butcher is after me continually for squabs. I get seventy-five cents a pound from him, but charge others one dollar each. A friend, William Hartman, has built a coop and he says he is going to get Carneau from you. He has admired mine and I have referred him to you. — *W. F. Fetzer, Pennsylvania.*

New Jersey Breeder Receives Sixty Cents a Pound Dressed for Two Dozen Squabs a Week.

Ship me four hundred pounds of your Health Grit. My birds get away with one hundred pounds of your grit a month. I have two hundred birds and not a dopey one among them. I am selling two dozen Homer squabs a week for which I get sixty cents a pound dressed. My squabs weigh eight pounds to the dozen dressed. I think that they will weigh heavier when the breeders are older for I find that year-old birds have larger squabs than birds six months old. I am planning to enlarge my plant for fifty pairs more this fall. I started April 1, 1921. — *E. M. Burbank, New Jersey.*

Fifty-Five Cents Each for My Squabs Sold at Wholesale

I sell my squabs to A. R. Neidever, produce dealer, and get fifty-five cents each for them. — *John M. Little, Pennsylvania.*

Ready Market Awaits the Breeder of First-Class Squabs in British Columbia.

The original three pairs I purchased from you have increased so that now I have thirty-two pigeons, nine working pairs. I have a fine bunch of youngsters coming on but cannot secure unrelated stock locally to mate them with. I would be obliged if you could let me know whether you sell unmated stock youngsters. I am breeding nothing that does not weigh sixteen to twenty ounces at four weeks of age, and but for lack of capital would have sent for more breeding stock this spring as I intended. I have planted corn, kafir corn, buckwheat, hemp, Canada and maple peas for my present stock so that cost of carrying over this winter should be small. The squab industry is in its infancy here and a ready market awaits the tip-top breeder. Lots of poor pigeons but nothing worth my handling. — *N. A. Howland, British Columbia.*

Two California Squab Buyers Who Can Handle Any Amount of Squabs Shipped Them.

The market at present is forty-five to fifty-five cents a pound for squabs according to size and quality. We can handle any quantity you may ship and will assure you the top market prices. — *S. Herman, Second and Franklin Streets, Oakland, California.*

We can handle squabs to advantage and at the present time they are selling for from sixty cents to sixty-five cents a pound. We can handle any amount you can ship us at any time. — *Charles Corriea & Bro., 322 Washington Street, San Francisco, California.*

Many Rich Folks in Detroit and Many Buyers of Squabs. One Marketman Paying Fifteen Dollars a Dozen for Squabs Shipped from Chicago.

My birds are doing fine. I have three customers in Detroit that will buy all the squabs I raise. Is seventy-five cents a good price for a squab weighing fifteen or sixteen ounces? One man told me he is paying fifteen dollars a dozen for squabs from Chicago. I told him I would sell him squabs alive for eighty cents per pound. — *Edward Krause, Michigan.*

Soldier Returned from the War Returns to Squab Breeding and Gets One Dollar Apiece at Retail.

I have now two hundred pigeons and am getting seventy-five cents apiece at wholesale for my squabs and one dollar apiece at retail. Before the war I was in business but sold out and enlisted and now I am just getting started again. There is such a demand for squabs from the hotels and clubs that I am going into this squab business wholly very soon. — *George A. Cypher, Massachusetts.*

Ninety Cents a Pound Offered for Squabs in this Pennsylvania Town.

Please send me your building plans for a squab house, also price of lumber for same. I will be able to sell quite a few squabs this summer. They are giving ninety cents per pound here now. — *Charles Schmitt, Pennsylvania.*

I Find a Good Demand for Squabs in This Ohio Town

Will you please forward your price list on your squab-raising birds, as I have secured a large demand for squabs in Youngstown. — *A. Ipcar, Ohio.*

Squab Plant in New Mexico Ships Product to Chicago Nearly Two Thousand Miles with Perfect Success, and Shows a Margin above the Cost of Grain of One Hundred Dollars a Month. Wife Enjoys the Pigeons.

The squab net which you sell for sixty-five cents sure is a dandy. Business has been extremely good with us this year. We began to ship squabs to market in October, 1921, and have not missed a single week since then. We have been treated very fine by the Chicago commission house that we are shipping to, having shipped more than thirteen hundred squabs and having only two squabs of the entire number that weighed less than eight pounds to the dozen. We feel very proud of this result and now we are getting an average-weighted squab of eleven pounds to the dozen throughout. We are now getting one dollar a pound for them. If squabs do not drop below eighty-five cents a pound in March, we anticipate about a two-hundred dollar month. Our product and methods of shipping



Plymouth Rock Carneaux in New Mexico

the long distance, 1798 miles, to Chicago have been highly recommended by our buyer, who is one of the largest packing firms in Chicago and has often paid us two to seven cents a pound bonus on extra fine plump shipments. To say that my wife and I are pleased with the prospects of the squab business is but mildly putting it, as we are both heart and soul in it. We have just decided that we have at last hit on the best formula for feeding. It turns out squabs without any protruding breast bones. One-half of our entire mixture is peanuts, the other half is even portions of Canada peas, maize, kafir corn, whole corn, millet, sorghum. We feed a little hemp once a week only. Our feed costs us in buying large quantities \$3.37 a hundred. It is heavy in protein. We have an attractive contract offered us by a transcontinental railroad up to seven hundred squabs a month, which demands nothing less than squabs running ten pounds to the dozen. My wife is always with the birds and is the prime cause for our success, I'll say. Our monthly sales of squabs average \$165. Feed bills run about \$65 a month. — *Southwestern Squab Farm, New Mexico.*

Yes, We Know How to Ship Pigeons, Not Only to Montana, but Also All Other Points. We Ship in Light Crates, Correctly Rigged.

Your pigeons were received in a wonderful condition and your service couldn't be beaten. — *Charles Parrett, Montana.*

Plymouth Rock Homers Make a Hit in Colorado

I received the shipment of pigeons. They beat my others, supposed to be Homers, all to pieces for size. Your pigeons for me. — *Arthur Grigg, Colorado.*

SQUAB RAISING PAYS LARGE PROFITS

Records Kept by a New York State Breeder of Plymouth Rock Extra Homers and Carneaux Show a Margin Above the Cost of Feed of More Than Six Dollars a Pair.

By W. EDISON KAIN

I AM glad to hear you are shipping me more Plymouth Rock Extra Carneaux this week. My records and experiments are carried on now the same as before the war and I know there is more money in squabs than ever before. I have found that the average squab yield from Plymouth Rock Extra Carneaux is sixteen marketable squabs per year. Ten at 16 ounces, four at 14 ounces, two at 12 ounces, or $14\frac{3}{8}$ pounds of squabs at $87\frac{1}{2}$ cents each, which makes \$12.58 returns for the year.

Take a pen of your Plymouth Rock Extra Carneaux and the man who fails to make money with them is hopeless. One pair will eat two pounds of feed and one pound of grit a month. The sixteen squabs produced in the year will consume eighty pounds of feed or five pounds of feed for each squab produced, twenty-four pounds of feed for old birds and eighty pounds of feed for squabs, or one hundred and four pounds of feed total consumed in one year. With feed at five cents pound (very good mixture can be bought now for three and one-half cents and four cents a pound) and grit at two cents, the cost of feeding a pair of Extra Carneaux and their young was \$5.44. Taking from \$12.58 the \$5.44 feed cost and seventy-five cents depreciation on old birds leaves us \$6.39 profit on one pair; \$6.39 profit on a \$6 investment is a rare return and I know of no other investment where returns are so certain. Back in 1914 we paid \$2.50 a hundred for feed and received \$4.50 for squabs in comparison with \$5 a hundred for feed and \$10.50 for squabs now.

You notice I did not credit your Extras with anything more than 16-ounce squabs. I am stating *facts* on a yearly average, not what often happens. I have raised 20- and 22-ounce squabs from your Carneaux and have records of 18-, 19- and 20-ounce Homers from your Extra Homers.

I did not mention returns from manure and loft cleanings. Forty pairs of birds will give eight barrels of manure a year, salable to farmers or florists at fifty cents a barrel. If one wishes to take the time to keep the manure free from tobacco stems and old nests it is worth three times as much.

You notice I make seventy-five cents the yearly depreciation on a pair of Extras. This is one-eighth of six dollars, as I figure the average breeding life of your stock is eight years. Some birds bought from you I have knowledge of are breeding in their tenth year and still outworking one-year-olds.

Two years ago squab raising was hard pressed on account of the war and at that time I had the good fortune to travel across the United States visiting as many squab fanciers as possible. I was surprised most of all to see how great the distribution of your Plymouth Rock stock was. Eighty per cent of those who were holding on their birds and reaping profits were your customers. Out in California Plymouth Rock stock was known by every pigeon lover. Californians are shipping squabs to New York, Chicago, and other eastern cities and making big profits. In the East we place our money in the bank and take what interest we can get, instead of investing it on a money-making proposition. I have noticed while touring this year that nine out of ten farms have extra buildings that would bring returns of many dollars each month, if they were stocked with pigeons. Four out of ten city dwellers have the same opportunity. The average United States citizen does not know of this opportunity. He can go to any successful

squab raiser and get facts. He can go to any successful commission market and get facts on squab demand and prices that will surprise him. I know of interested ones who have gone to failures and received a different line of supposed facts. A man who will decide on the information of a failure is just as well kept out of the squab business. He is too narrow-minded to realize that squabs are an investment that pays above the average investment and pays regularly each month; and not a speculation liable to make him rich. If we were investing in the oil business, would we take the advice of successful John D. R., or some failure? It is the same no matter what business is under consideration. Take the advice of the successful and profit by the experiences of the unsuccessful.

For the woman or the boys in school I know of nothing more certain of paying profit than Plymouth Rock pigeons. I make special mention of your stock to every visitor at my lofts. In my years of experience I have bought stock from many dealers in many different states and I have found without exception that Plymouth Rock stock, either Homers or Carneaux, are the *best* and *cheapest*. When you buy Plymouth Rock stock you have a foundation that is a sure start to success.

I think I have written too much but I will add this much more to you, Mr. Rice. If at any time you have a would-be customer who wants facts from a successful squab raiser who has visited both failures and many more successes, I can tell him facts.

South Carolina Customer Takes Pleasure in Showing His Flock of Plymouth Rock Homers to Visitors, and Recommending Them.

Youngsters from the twenty-five pairs bought last September are now mating up and breeding. Also the six pairs show birds bought two weeks ago are taking nestbowls. Although several birds in the original flock have been injured, every



Plymouth Rock Homers Breeding Fast in Mr. Steele's Pen, South Carolina

pair are hard at work, and the entire outfit in perfect condition, with around one hundred and fifty youngsters from nestbowls to feeding squabs. I take pleasure in showing my flock to visitors and recommend your stock to all. Send me three pairs from Belgium that outdo them all for breeding flyers and get a little more advertising. — *E. G. Steele, South Carolina.*

MY FLOCK OF HOMERS BREED FAST

How Dr. Craig of Ohio Greatly Multiplied a Flock of Plymouth Rock Extra Homers in One Year. Feeds Whole Corn, Wheat, Kafir Corn and Peas, with a Little Hempseed. Prolific Breeders and Producers of Handsome Squabs.

BY DR. J. C. F. CRAIG

I BELIEVE, as you write me, that it may be of interest to explain the methods I have followed in increasing my flock of Plymouth Rock Extra Homers. I got six pairs of Extra Homers from Mr. Rice in the fall of 1920 and in one year I increased my flock to one hundred fifty birds. The pigeons arrived at my place October 12, 1920. I paid \$2.90 per pair for them, or \$17.40 for the lot. It was one of the best investments I ever made.

Although I received the birds during the molting season, one of the pairs started to work within a week from the time I got them, and I had my first squab just a month from the time the birds arrived. My flock in November, 1921, numbered one hundred seventy-five birds, all bred from the six pairs received from the Plymouth Rock Squab Company. They are still increasing and are better and finer birds than any I have ever seen.

They have bred at the rate of almost a pair a month. The squabs weigh slightly better than ten pounds to the dozen. I have weighed some which tipped the scales at one pound apiece. It is common for some of the squabs to weigh twelve and fourteen ounces each.

I have fed whole corn, wheat, kafir corn, Canada peas and hempseed. I have fed the hempseed sparingly, only a small amount about three times a week, bearing in mind that too much hempseed is not good for the birds, although they are very fond of it.

I have followed Mr. Rice's instructions as given in his Manual, The National Standard Squab Book, carefully, and I attribute my success to these plain and simple directions, as well as to the fine quality of the stock he sent me. I use the single nestbox, and have not had any trouble with squabs dropping out of the nest. I am satisfied with the single nestbox and prefer it to the double nestbox. I have not been troubled either with sickness or lice. I dust insect powder in the nestboxes occasionally and spray them with kerosene.

I am buying grain now much cheaper than when I started in 1920 and financially my flock has made an excellent showing. I think the Plymouth Rock Extra Homers are absolutely the best birds from a business standpoint. They are not only a good-sized bird, breeding a squab plenty large enough for all markets, but they are hardy and industrious and good feeders of their young. I believe I can truthfully say they have no equal. There are some flocks of common pigeons around me breeding squabs which will weigh only six pounds to the dozen, whereas my Plymouth Rock Extra Homer squabs weigh ten pounds to the dozen. Some of the common pigeons look as large as the Homers, but when you come to consider their rate of breeding and the squabs they raise, what a difference!

I have got a lot of pleasure and satisfaction in the increase of my flock and I want now to go in the business on a large scale. I have had no setbacks at all in extending my small purchase to its present large proportions, and anybody who starts with Mr. Rice's birds and follows his definite instructions as given in his Manual will, I believe, do as well as I have done.

Indiana Breeder Receives \$12.75 a Dozen for Squabs from Plymouth Rock Extra Carneaux Shipped to New York. In 1920 His Flock Netted Him a Profit of Four Dollars a Pair, Selling Squabs at an Average Price of Seventy Cents Each.

Several years ago I purchased of the Plymouth Rock Squab Company my first squab breeders — three pairs of Extra Carneaux at six dollars a pair. This was my first experience raising squabs, in fact the only Carneaux I had ever seen outside of a small plant some few miles from my home. In less than a week these three pairs were all sitting and from them I started in the squab business. I studied their nature, reading your Manual and, with the help of it and my experience with the birds, developed the best thing going of its kind. Of course, this cannot be accomplished by every one as we all know some are not adapted to this kind of business, but, if one likes to handle pets, in my opinion there is nothing to beat it. I have had some discouraging things come up, which will develop in any kind of business. Shortly after starting I was pretty badly abused in buying some breeders. This taught me a lesson, and I have since been careful of my dealings when I want new blood. I still have some of the birds that came from the original three pairs of my first purchase. Last year (1921) my sales averaged seventy cents per squab on all that I marketed, and my birds netted me a profit of four dollars a pair, which is entirely satisfactory to me. Nearly all my output goes to New York, where I have been shipping for the last six years. I am not satisfied with prices received locally and for this reason I send nearly all my output to New York. Was amused the other day in seeing a certain dealer advertising squabs at fifty cents each. I did not take time to see these, but I would contract for all he could furnish me at that price the year round, providing they were of the quality I produce. I am satisfied his are nothing more than common barn pigeons. If that was all there was to the business, you would see me quitting tomorrow. I am receiving this week \$12.75 per dozen for twelve-pound squabs, which speaks for itself. There is no use going into any kind of business if you don't know what to do with it after you develop it. I would like your price delivered, on about forty pairs of Extra Carneau breeders, which I figure I will need about next month or a little later. I am sorry I haven't more space to handle this business, but expect in the future to go into it for all I can, as I am glad I made the start, and from my experience you should be given the credit of introducing the best backyard industry going. — *E. D. Coble, Indiana.*

Indiana Breeder Sells Plymouth Rock Extra Homer Squabs for One Dollar a Pound.

Out of the twenty-five pairs of Homers I got from you eleven months ago I still have twenty-three pairs. Am getting about nine pairs of young a year from most all of them. I now have fifty pairs mated and working. Have been selling squabs this winter for one dollar a pound and they are weighing ten to ten and one-half pounds per dozen. — *Donald K. Hoke, Indiana.*

One of Many New York Firms Which Are Buying Squabs

Squabs to sell to good advantage should be of large size, plump and fleshy, should be dry-picked, and we presume it is needless to say should not be drawn or have the heads cut off. Send as many squabs as you find convenient to ship at a time. — *Dennis & Herring, 49 Thompson Avenue, West Washington Market, New York.*

Beginner Finds Squab Raising Profitable in British Columbia

I am just a beginner at squab raising, but find it very profitable. Please send me your prices. — *P. F. Bell, British Columbia.*

MY EXPERIENCE IN SOUTH CAROLINA

I Quit Squab Raising when the Grain Supply Failed in War Time, but I am at it again with the Same Kind of a Start with Plymouth Rock Carneaux. How I Kill, Cool, Pack and Ship.

BY NORMAN E. BYRD

I SAW some Carneaux owned by a friend. They looked good to me, and I purchased a couple of pairs from him. Then I saw Mr. Rice's Plymouth Rock Carneaux advertised and ordered six pairs of him. You will note that I started very small, and I think it best for all beginners to start that way. A mistake then can only be a small mistake. You can let your experience grow with your flock of birds. I know of no bird or animal that has more interesting ways than a pigeon.

My birds multiplied very rapidly and almost before I knew it I had to enlarge my quarters. As soon as my flock got large enough to give me a couple of dozen squabs at a time I commenced feeling the markets. In fact I tried to make my birds become self-sustaining as early as possible. Starting with these few pairs, by the beginning of the third year I was making regular shipments of squabs. Besides I was saving back some of my best birds for future breeders. My flock kept growing, and when the war and high-priced grain period hit me I had about eleven hundred birds. About one-third of these were youngsters. I was shipping about 125 squabs a week. The price of squabs did not rise with the price of grain. As many of us know who had to meet this situation, corn went from seventy-five cents a bushel to \$3 a bushel and mixed feed from \$2.30 a hundred to \$6. I tried to hold on as long as possible and make expenses, but it just couldn't be done. Finally I had almost to sacrifice my birds, but I am glad to say I kept my pens intact. I have always been very sorry I didn't keep at least twenty-five pairs of my fine breeders, even if I should have had them at an expense. With twenty-five pairs of choice birds, an experienced breeder can soon build up a nice flock.

It seems hard to believe, with my small flock to begin with, that in five years I had a flock and houses worth \$2,000. Because the squab business had a slump with me on account of the war does not mean that I am to stop with them. From the day I got into the squab business I have thought that a fellow can make a good living out of the squab business. During the past two years, if I had had my flock of birds I could have cleared about \$250 a month.

Well, fellows, I am at it again. My houses were pretty well preserved, and about all I had to do was to put on a little roofing and patch a few holes in the wire. I still had my nestboxes, feed troughs, and fountains. This time I went back to the same old source to get a few pairs of birds for my foundation stock. I purchased six pairs of Carneaux from Mr. Rice. I now have about forty youngsters, and they certainly are beauties. My birds are even better than the ones I had several years ago.

I shall now use a little space telling how I care for my birds, kill, ship. They are watered and fed twice a day. I give them as much food as they can clean up in ten minutes. I use a trough feeder so constructed that the birds cannot foul the grain. I keep rock salt before my birds and they are very fond of picking at it. It pays to keep a good health grit before the birds at all times. Nesting material is a very necessary article that is easily neglected. In this locality (South Carolina) we use pine straw. It is just the right length to make a good nest. I use orange crates for nestboxes. They are cheap and are all right.

My space is short and I shall now tell how I kill and ship. I catch up my squabs early in the morning before the birds are fed, so that the craws of the squabs

will be empty. I have a long board nailed between two posts, and in this board I drive two small nails about every six inches. These two nails are just far enough apart to allow the two feet to fit in. I have my board to accommodate about twenty-four squabs. Before hanging up my squabs I double-lap their wings so that they cannot flutter. In killing I use a small knife blade. The knife is inserted in the mouth and I cut the jugular vein and then pierce the brain. If this is properly done, the squab will be dead in one minute. I allow them to cool for a short time, then I spread them out ready for the pickers. I keep a tub of real cool water at hand and as fast as the squabs are picked they are put into this water. After the animal heat once leaves a squab it should never get warm again until it is ready to cook. Just before packing I wash the craws out thoroughly. You can't be too careful about getting the craws clean. As soon as the squabs are thoroughly clean I put them in a tub of ice and salt water. Then while these squabs are getting thoroughly cold I get my tub ready to be packed. By the time I am ready to pack, my squabs are about frozen stiff.

For shipping I use lard tubs. I bore a small hole in the bottom, so as to let out the water. The tub is then well insulated with paper. First I put in a layer of ice, then a layer of squabs and so on till the tub is full, being sure to have a thick layer of ice at the top. By this method of packing, squabs can be shipped to very distant markets during real warm weather. I usually ship to New York or Chicago.

This New Jersey Customer Receives as Much as One Dollar and Forty Cents a Pound for Plymouth Rock Squabs Sold in Atlantic City, which is a Great Market for Good Things to Eat.

The pigeons I purchased from you in July, 1921, have done excellent. I am selling my squabs at one dollar and one dollar and forty cents per pound. Atlantic City is a fine market. — *Mrs. L. R. Carr, New Jersey.*

Big Demand for Squabs

I wrote to the produce company whose name you kindly submitted to me. They answered saying they could use anywhere from six to six hundred squabs. We are going to make them a shipment as early as possible and will invest the proceeds from them in birds from you. — *Albert Ashton, Missouri.*

New Jersey Firm Paying up to Twelve Dollars a Dozen Wholesale for Fancy Squabs.

We buy fancy squabs and under the present market conditions are paying from ninety cents to one dollar per pound for squabs weighing ten to twelve pounds a dozen. — *J. Clark Helms & Son, Swedesboro, New Jersey.*

Squabs Selling for \$1 and \$1.25 Apiece at the Nation's Capital

I am investigating the squab business as a possibility on my farm in Illinois. You may be interested to know that dressed squabs are now selling at \$1.00 (for little ones) and \$1.25 apiece in the Washington, D.C., markets. — *W. H. Henderson, District of Columbia.*

We Sell Plymouth Rock Squabs in Virginia for \$1.75 to \$2 a Pair

I have the Plymouth Rock Homers and Carneaux. You have some fine laying pigeons. You ask me to let you know how much we get for our squabs. We get \$1.75 a pair at the hotel and we sell some for \$2.00 a pair. — *Clarence Copperthite, Virginia.*

New Jersey Pastor of Methodist Church Has Found the Squab Business Satisfactory and is Going Ahead.

I would appreciate your latest information regarding your birds and supplies. My father-in-law and myself are planning for squab raising this fall. The house will be under way this coming week, thus we are anxious to know your prices. Your sale sheets will show that I bought from you over a year ago and have found the birds very satisfactory in every way when cared for right. — *Rev. Earl Townsend Hann, New Jersey.*

Plymouth Rock White Homers Win at Pennsylvania Fair

I have the pleasure of telling you that your White Homers and the two white hens that I raised from that pair took first and second prizes at our fair. I surely am proud to own such fine birds and I cannot thank you enough for giving me such a good honest deal.— *Oscar F. Heller, Pennsylvania.*

First Prize for Plymouth Rock Homers at Virginia September 1922 Show.

My first Extra Homers I bought from you July 14 have their second pair of squabs. I got first prize at our show on a pair that came in the last shipment. — *S. C. Hunley, Virginia.*

**BUILDING PLANS FOR TEN CENTS
POSTAGE PAID**

We sell building plans for squabhouse construction, giving by scale the dimensions of one of our units, and the lumber necessary to build, with its cost. This is all you need for plans to build for any flock, from three pairs to ten thousand pairs or more. We show you in detail how to build a ten by twelve unit, and the cost. A two-unit house is twenty feet long, a five-unit house fifty feet, a ten-unit house one hundred feet, a twenty-unit house two hundred feet. In a long house the partitions are made by wire netting, not lumber. The units can be arranged to fit any size or shape of lot. Price of building plans, postage paid, ten cents.

BAND OUTFIT A FOR FLAT BANDS

Send us only \$1.30 for Band Outfit A, which includes the set of steel figures and one hundred and eighty (180) flat bands. Sent postage paid anywhere at this price. Order Band Outfit A.

BAND OUTFIT B FOR SEAMLESS BANDS

Send us only \$1.50 (additional money for postage if to be mailed — weight two pounds) for one set steel figures, three feet tubing (state size or name breed of pigeons) one steel rod and one hacksaw. Order Band Outfit B.

Aluminum tubing for Homers, for making seamless bands, fifteen cents per foot, postage paid.

Aluminum tubing for Carneaux, White Kings and similar pigeons, twenty cents per foot, postage paid.

PLYMOUTH ROCK SQUAB COMPANY**196 HOWARD STREET****MELROSE HIGHLANDS, MASS.**

How a Wisconsin Breeder Raises Lots of Squabs from Plymouth Rock Extra Homers.

BY FRED MILL

The Plymouth Rock Extra Homers I bought from you in October, 1920, are still hard at work and I have a great number raised from them at this writing.

I became interested in the pigeon and squab business in 1908, so I fixed up a building which used to be an old henhouse, and in February, 1909, I bought three pairs of Extra Plymouth Rock Homers for which at that time I paid \$8.50. In August of the same year I added four more pairs of Extra Homers. These birds started to work three days after I put them in my loft. They had a very nice place. They worked so fast that it did not take long before I had my loft crowded. These were all large and good birds, as I killed all the culls for my own table use. Each pair raised an average of nine pairs of squabs in twelve months. I have seen a good many Homers but none that were as large and working as well as mine. The squabs at four weeks of age weighed twelve to fifteen ounces each.

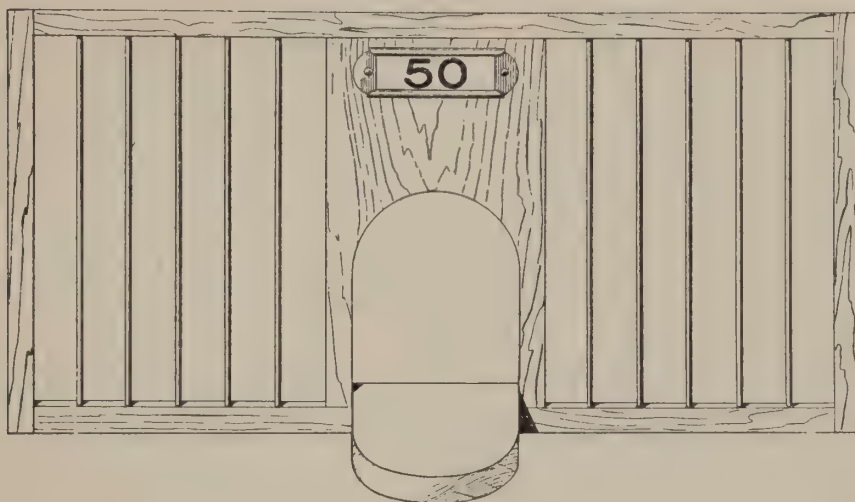
I feed a mixed pigeon feed which I buy from Michigan. I also feed some whole corn in winter. I never feed wheat to a great extent, as wheat is not good for pigeons if fed in excess. My birds never are troubled with lice and I have very little sickness in my flock. I keep my lofts clean and give them plenty of health grit, oyster shells, charcoal and gravel. The small crushed charcoal is very good for the pigeons and they like it very much. I feed and also give them fresh water twice a day. For nesting material I use tobacco stems and straw. I notice that they like the dark nesting material best. I have tried sawdust on the pigeon house floor, which keeps it clean and dry. By its use the loft is easily cleaned. I put some fresh gravel in the flying pen every two weeks and give the birds water in the flying pen to bathe in on nice warm days. This I do at 9 a.m., and remove it at 3 p.m. For nest boxes I use lemon or orange crates with nestbowls attached to a board a foot square. These can easily be removed for cleaning. My birds are very tame and I talk to them every time I enter the pen so as not to scare them. I find that tame birds do more work for you than when they get scared or chased too much. I have found that following Mr. Rice's Manual is a great help and do not know how it can be improved in any way unless some one knows more about pigeons than I do.

I have found that it pays better to raise squabs than it does to raise chickens. Any one who intends to sell squabs to the market and has had a little experience with pigeons should start with at least thirty to fifty pairs of the Extra Homers or Extra Carneaux so as not to waste the time in raising squabs to breeding age. The last shipment of Homers I got from Mr. Rice was in October, 1920. At that time I only had a few pairs of my old stock left, as we moved to a different home and did not have room. I have the best Homers that can be found around here. They are all bred from Extra Plymouth Rocks. I am enlarging my plant, as I have more time to take care of the birds. I am in the squab business to stay and the more I hear or read about pigeons the more I am interested in them.

Plymouth Rock Homers at Work Quickly in a New Home and a Dozen Squabs Ready in Two Months from Only Eighteen Pairs of Breeders.

I have not written to you since I shipped my empty crates back to you. I am certainly pleased all to pieces with them. I bought eighteen pairs of Extra Plymouth Rock Homers in June and on August 23 I sold four pairs of squabs. At present (September 10) I have seven more pairs to sell. — *Charles Tressler, Pennsylvania.*

Nestbox Fronts Sixty Cents Each



Picture shows **Nestbox Front** 12 by 24 inches. Shelf may be turned up, making a mating coop. Use of these nestbox fronts increases output of flock by preventing fighting. Pairs keep at home more. Better seclusion. Prevents squabs from falling to floor. Read this: "I have a poor opinion of the open nestbox. Since putting in these nestbox fronts I find them a great success. I have three units with sixty-six of these double nests in each unit. They have greatly increased my output of squabs. I have had over two years' experience with these fronts and never find any nest destroyed by birds' fighting, because a strange bird will not go into an occupied nest. When you go into the pen, the birds will not leave their nests the way they do with open-front nestboxes."—*James McCallum, Indiana*. These fronts are easily removable for cleaning nestbox. One front needed for each pair of pigeons. **Price, sixty cents each.** Weight, four pounds. Send additional money for postage if to be mailed. **Seven dollars a dozen.** Above picture shows nestbox marker No. 50 in position on nestbox front. For list of colors and prices of these markers see page 63 of this book. The nestbox fronts are shipped knocked-down, along with nails for assembling, and directions.

If you have not at hand a copy of our free squab book entitled

"How to Make Money Breeding Plymouth Rock Squabs,"

ask for it by letter and we will be pleased to mail you a copy. It gives prices and full particulars of all the pigeons, supplies and books we sell, as well as the latest squab news and market information. Address

PLYMOUTH ROCK SQUAB COMPANY

196 HOWARD STREET

MELROSE HIGHLANDS, MASS.

This Breeder Has Kept a Careful Record of His Profits from a Small Pen of Homers and Carneau and Duplicates the Figures of Others.

I have the Homers and Carneau, housing them in the same pen, but all are thoroughbred and no crosses, culls or loafers. Last year my loft averaged fifteen squabs to the pair and averaged fifteen ounces to the squab. My best pair of squabbers produced twenty-one squabs and these were shipped to Chicago and netted me above express and feed \$11.50. I have a pen that covers only 10 x 13 feet, one story; this includes fly-pen and loft, and contains thirty pair, thirteen pairs of Homers and seventeen pairs of Carneau. They have the following record for January, 1922: raised 32 squabs weighing $28\frac{1}{4}$ pounds; weight, per squab, $14\frac{1}{2}$ ounces; weight per dozen, 11 pounds. Sold in Chicago for 85, 90 and 95 cents per pound. (Made three shipments this month.) Feed, per pair, 25 cents; or for thirty pair, \$7.50. Gross sales, \$25.40. Express \$1.79 which, with the feed, made an expense of \$9.29, leaving a net balance of \$16.11, or profit per pair for the month of $53\frac{5}{7}$ cents. In my estimation some pigeon men are ruining the business by putting out cheap and inferior stock on the market. I have noticed squab-breeding stock advertised for seventy-five cents each. Such stock cannot be much good and as long as such stock is drifting around it will hurt the business, and we will have men quitting the business and saying there is no money in it.

Now, Mr. Beginner, remember this. You will note from my figures that one pair will net \$6.50 per year. I even know of one bird that was fourteen years old and died at that age with young in the nest. One of my best workers is seven years old. I say that good squab-breeding birds will give you net, over and above feed and express costs, a sum equal to \$6.50 a year and will be good for three or four years, that such birds are worth from \$3 to \$5 per pair. So do not be deceived with cheap birds being sold by some one who has found them worthless.— *John W. Griffith, Tennessee.*

We Instruct Customers in the Matter of Express Rates so that They Will not be Overcharged.

The last shipment of Plymouth Rock Extra Homers you sent me certainly are an excellent lot of pigeons and they were the final word in convincing several skeptics that you handle high-grade stock. After seeing the nine pairs you shipped me there was no talk of prices being too high. I have sent one of your catalogues to a friend who is, I am sure, thinking of purchasing a large stock of squab breeders. He has a large interest in a fox ranch and has means to purchase a large flock of birds to start. He recently purchased a large farm and wishes to put on it buildings to house several thousand pairs of pigeons. He has made minute inquiries from me about the various details connected with the raising of squabs and I have endeavored to enlighten him as far as I could. I have tried to impress upon him the desirability of buying breeding stock from you and I am going to keep after him until he sends you an order for birds. There are several other parties whom I have talked with concerning your stock, and I will try hard to convince them that they should order stock from you. When paying express charges on the last lot of pigeons the expressman rated the shipment at the rate and one-half scale, which was \$2.45. Due to your thoughtfulness and kindness I was aware of the correct rating which was \$1.60, thereby saving me eighty-five cents. You certainly know and practise the meaning of service in your dealings with your customers. No doubt I am taking up your valuable time, so will close with thanks for your manner in dealing with your customers. — *Harry K. Fleckner, Michigan.*

How We Make Squab Dollars

50 - CENT ILLUSTRATED BOOK

LONG AND DETAILED PRACTICAL MONEY- MAKING SQUAB TALKS

BY BARBER, GRAY, JURSEK AND MANY OTHERS

FOR No. 2 of the Squab Library we have doubled the size of the No. 1 issue. The No. 2 book is entitled "HOW WE MAKE SQUAB DOLLARS." Instead of one feature like the Lherbier story we give three big stories illustrated with many more pictures than are given in the No. 1 book. The first story is written by Raymond Barber and is nine thousand words long, telling how he makes gross profits of two hundred per cent, taking in three dollars for squabs for each dollar that he spends for grain. No generalizations, but everything told in detail, same as the Lherbier account. The second article is by William P. Gray, and is seven thousand words long. This article is especially valuable because it comes from a seasoned veteran in the squab business, a skilled, experienced man who has managed squab plants for others and now has a plant of his own which he is enlarging. The third story is by Karl C. Jursek, five thousand words long, telling how he makes fifty dollars a week raising squabs. These three leading articles take up the first half of the fifty-cent book. The remainder of the book has articles by many different authors telling how to advertise squabs cheaply and effectively, what a Michigan squab breeder has learned in eighteen years, how a minister makes squab money, how a disabled soldier raises squabs, how I built up a flock from two pairs, how the national squab market is made, how the different breeds of squab pigeons compare, how a Texas woman works, how to make a real business of squab raising. All new, fresh, up-to-date squab news and views. We guarantee that this book, "HOW WE MAKE SQUAB DOLLARS" is the most interesting and instructive book on squab raising and selling ever issued at any price, and the best printed and illustrated, and the liveliest and most up-to-date, and we make you the judge. If you do not think so, and are not perfectly satisfied with the book in every way after you have bought it and kept it a week, mail it back to us and we will refund the fifty cents you paid for it. This shows what we think of it. Please fill out the coupon below, cut it out and mail it with your fifty cents at once in a securely sealed envelope to Squab Publishing Company, Melrose Highlands, Mass.

..... CUT HERE

Use this Coupon to Order the Fifty-Cent Book

SQUAB PUBLISHING COMPANY, Melrose Highlands, Mass.

Gentlemen: Enclosed find fifty cents in silver, money order or check (do not send stamps) for which please send me by return mail, postage paid, a copy of "HOW WE MAKE SQUAB DOLLARS," by Messrs. Barber, Gray, Jursek and others. My name and address are as follows:

Name

Number Street

Town State

"Rice of Melrose Not Only Knows His Business but He is a Square Guy."

We have just completed the organization of a farms syndicate, which concern now is operating four farms in Illinois and Indiana. One of these consists of one hundred sixty acres of splendid soil, well adapted to poultry raising and kindred industries, as well as the growing of various seeds for feeding poultry. If our clients finally decide to go into the pigeon scale on a commercial basis they will, no doubt, prove splendid customers for you as the manager said to this writer recently: "If we do any pigeon business, there is only one man in the country we will do business with, Rice of Melrose. He not only knows his business, but he is a square guy. Everybody says that." — *L. H. Benson, Illinois.*

I Have Traded with Others, but Their Pigeons Cannot Compare with Plymouth Rock Pigeons.

Several months ago I bought some pigeons of you and they surely are doing fine. In fact I think they are the best birds I ever saw or that money can buy, and before I bought these birds of you I had bought others of other dealers, but none can compare with yours. I expect to be able to purchase more soon, by selling all of my others. — *M. D. Custer, Pennsylvania.*

Square Deal in Plymouth Rock Extra Carneaux

Perhaps you are interested in my Extra Carneaux I bought from you. Here is their record. Arrived May 12. Laid eggs on May 16 or 18. Hatched June 6. They are doing nicely and I think I will send for more if I can sell my other pigeons. Thanks for the square deal. — *Edwin Pariseau, Massachusetts.*

Fancier from Scotland Appreciates Plymouth Rock Extra Homers

We are very pleased with the six pairs of Extra Homers you sold us. My husband, who kept pigeons for flying competition in Scotland, says they are a splendid lot of birds. They are all in first-class condition. — *Mrs. John Miller, New Brunswick, Canada.*

Rapid Progress with Plymouth Rock Extra Carneaux in Texas

I enclose you post office money-order for which please send me sixty pairs double-number leg bands for Carneaux, green. My birds are doing nicely. I have seventy-five mated pairs, some of them young ones, and one hundred and thirty-five youngsters. I expect to have a thousand pairs next year. — *Bruce Mulkey, Texas.*

Honest Dealings Make More Customers

I want to thank you, Mr. Rice, for your honest deal with me. I have told a good many people in my town how you live up to your promises. — *Oscar F. Heller, Pennsylvania.*

One of the Few Who Live Up to Their Advertising

I want to thank you for sending me such clean-cut looking pigeons. You are one of a few who live up to their advertising as to quality, etc. — *J. F. Williams, New Jersey.*

Missouri Woman Appreciates Good Service

It is a real pleasure to do business with people like you and if it is in my power to get you customers I shall certainly do so. — *Mrs. J. B. Heydt, Missouri.*

Plymouth Rock Order Blank

Date.....

ELMER C. RICE,
Plymouth Rock Squab Company,
Howard Street, Melrose Highlands, Mass.

Dear Sir:
Enclosed find an express or post-office money order or bank draft for

\$.....
for which please send me

.....
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.....

My name and post-office address are:

Name.....

Number.....*Street*

Town.....*County*.....

State (spell out in full).....

NOTE: If your railroad station where express and freight are received is different from your post-office address, tell us the name of it on the line below.

.....

Customer Returns from the War and Plans to Take Up Squab Breeding Again with Plymouth Rock Pigeons. No Suburban Home Complete without a Flock of Good Pigeons to Pay the Rent or Taxes.

Please send me your complete descriptive matter on squab raising. It may be of interest to you to know that my dealings with the Plymouth Rock Squab Company dated back to 1908 when I was in the State of Iowa. Later when I went to Texas I continued my relations with you, ultimately making several purchases of Carneaux and introducing several other customers whom I have since learned bought a number of shipments, experiencing the same extreme satisfaction in such dealings as myself. It is only recently that I have returned to the United States after participation in the war, and as it is my intention to locate on a small piece of land in the vicinity of New York I desire to renew my relations with the Plymouth Rock Squab Company, as in my conception no suburban home is complete without a flock of good pigeons to furnish an ever ready supply of good substantial side-money as well as table delicacy. Furthermore you will be interested to know that from stock you sold me as breeders for market trade, the offspring of two pairs developed into exhibition birds from which I received numerous blue-ribbon prize awards in poultry shows through the State of Texas. I have no need of expressing the hope that you will treat this letter with the same promptness and courtesy that has marked our previous relations and which your company has always maintained. — *J. J. Carroll, New York.*

Seven Nests of Eggs and Squabs from Six Pairs of Extra Plymouth Rock Homers. Squabs are Plump and Good Eating.

Your pigeons are fine breeders. Almost continuously each pair has had eggs or squabs. Some of them start having eggs again before they are through feeding their last squabs. At present there are seven nests of eggs and squabs with but six pairs of pigeons. On May 2, I bought of you three pairs of Extra Homers for \$8.70. They began nesting immediately. On July 8 I bought of you three more pairs of Extra Homers at the same price and they went to work at once. I have so many squabs that I have started another loft, moving the squabs from the pigeon loft when they are old enough to feed themselves. I plan now to mate the squabs, returning the mated pairs to the pigeon loft for breeders. The birds are easily tamed and at feeding time I whistle and they fly up and eat out of my hand. The squabs are plump and fine eating. Needless to say I am much pleased with my purchase. — *Clement M. Biddle, Jr., New York.*

Customers Who Feel and Talk Like This Make Business Good for Plymouth Rock Pigeons.

With regard to the Plymouth Rock Homers you sent me, I will say this that they are the finest looking birds I have ever seen. I cannot thank you enough for picking me out and sending me such wonderful looking birds. I surely will recommend you. If they were all as honest as you are, I believe others would get more of a trade. Mr. Rice, will you kindly send to me one of your late books so I can show it to others who are interested in Homer pigeons? — *Oscar F. Heller, Pennsylvania.*

No Carneaux in This Part of Ohio to Equal Plymouth Rock Extra Carneaux.

I am more than pleased with my Plymouth Rock Extra Carneaux. I have never seen any Carneaux that could beat them. Every one that has seen them says they are "some birds." I am going to send for some more soon. Thank you for the square deal. — *Arthur Hancock, Jr., Ohio.*

How to Get our \$2.00 Manual for \$1.00

The price of our Manual, *The National Standard Squab Book*, is two dollars, postage paid, but we will sell you a copy for *only one dollar*, postage paid anywhere, if you will help us, as told here. It is a cloth-bound volume of 416 pages, 185 pictures and mails by parcel post at the two-pound rate. First write us a check for one dollar, or buy a post-office money order for that amount, then write your name and address here:

My name and post-office address are:

Name.....

Number.....Street

Town.....County.....

State (*spell out in full*).....

Then write on the four lines below the names and addresses of four persons of your acquaintance who might keep, or do keep, poultry or pigeons or who have a back-yard or other land enough to breed squabs. Do not send us the names of city flat dwellers who have no room or inclination for such work. We will mail our free squab book to these four addresses which you send:

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PLYMOUTH ROCK SQUAB COMPANY
196 HOWARD STREET MELROSE HIGHLANDS, MASS.

Three Pairs of Young Hatched Inside of Four Months by One Pair of Plymouth Rock Extra Homers.

I bought three pairs of Plymouth Rock Extra Homers. They arrived at my home during the molting season, but after a month or so they got to work and up to date I have raised twelve young birds and have eighteen birds in all. One of the old pairs have hatched their third pair of young inside of four months. That is the way Plymouth Rock Homers work. They are big birds, they are not covered with a thick coat of feathers but are built big of frame and strong and quick in action. It is a pleasure to watch them at work, they beat all other pigeons hollow. — *Ed Mollema, Michigan.*

I Learned Something about Squabs When I Bought the Plymouth Rock Extra Homers.

I have been a pigeon fancier for many years, but I have never gained so much success as I have in the past seven months with your breed of bird. I have a market for all my squabs and get one dollar a pair on foot and the people who buy my squabs always want more and claim they are fatter and heavier birds. If you have any inquirers here about the Plymouth Rock Homers tell them to write me and I can tell them to be sure to get the real thing to start with and I know they will be satisfied. — *George W. Stewart, Texas.*

Eighty Pigeons and Nests with Eggs and Squabs are the Result of Fourteen Months' Breeding from a Start of Three Pairs of Plymouth Rock Pigeons.

It has been some time since I have written you, and I thought you would like to know how my pigeons that I got from you one year last March were doing. I think they have done fine. Of the three pairs I got one pair hatched ten times in the year and the other two pairs were sitting. I think you can call that good workers. I now have eighty birds and nests with squabs and eggs. I have fifteen pairs of young birds now working. — *H. D. Bray, Massachusetts.*

Best Flying Homers in Ten Years' Experience Were Plymouth Rocks.

About ten years ago I sent to your company for six pairs of Homers. I still have some of your stock. I also have several other strains of flying Homers which I crossed with your stock and have bred up a fine strain of Flying Homers, but the best birds I ever owned were two blue checkers purchased from your company. I am sending by this letter for three blue checker cocks which I will mate to some of my best hens. — *George Krammes, Pennsylvania.*

Another Returned Soldier is Going Back to Squab Breeding

Herewith find ten cents in stamps. Please send your latest plans for unit squabhouse of lumber construction. I raised Carneau squabs and breeders from 1909 to 1916, selling squabs at from six to nine dollars a dozen. Sold out when I joined the army for the war but am going back into the squab game as soon as possible. Demand is good for No. A1 stock. — *Alvin E. Haumersen, Wisconsin.*

Mrs. Armour's Superintendent Praises the National Standard Squab Book.

I send you an order for pigeons and supplies. I am very much interested in your Manual on squab raising, and consider it a very fine piece of work. — *Frank E. Grapes, Superintendent estate Mrs. J. Ogden Armour, Michigan.*

Pine Chats and Old Dead Butter Bean Vines Used Very Successfully for Nesting Material in Delaware.

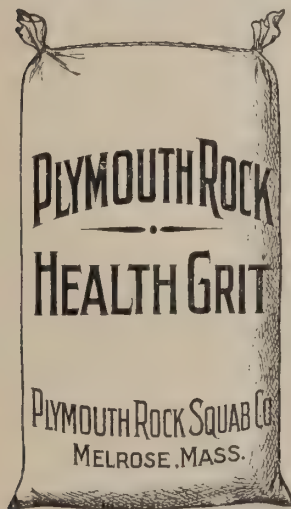
For nesting material for the pigeons you sold us we use pine chats and old dead butter-bean vines. These two items they just go wild over. We also keep tobacco stems for nesting material but the birds do not use many of them. They like the pine chats and the butter-bean vines. Our house has a chute three feet wide and one foot high, three feet long, through which the pigeons pass from the squabhouse to the flying pen. We cut a hole in the building about where the top of the flypen comes, this hole being the size of the chute. We slipped the chute through the hole leaving about half of it inside the house and half outside, with the outside half slanting downward so that when it rains, no matter how hard, the rain cannot enter the house. It runs off the chute. — *Slaughter Bros., Delaware.*

Buckwheat Straw is What the Pigeons Wanted for Nesting Material.

I find that pigeons want a choice of nesting material. I got nice clean straw and put it in a berry crate and my Carneau did not seem to care for it. Then I got some buckwheat straw and in two days all of my five pairs had built a nest. They surely did like the buckwheat straw for nesting material and they would not use the common straw. I think everybody ought to provide several different kinds of nesting material. — *George I. Trescott, New York.*

PLYMOUTH ROCK HEALTH GRIT

\$3 for 200 pounds



More eggs, more squabs, fatter squabs, less grain eaten, when you feed this grit. Most popular loft accessory ever sold. Feed it fresh every day like grain. It will save its cost every week in grain saved. No order filled for less than two hundred pounds. Goes by freight at the fourth-class freight rate. Do not feed to pigeons the grits which are simply crushed granite or other rock. Such grits have no value for pigeon use and the birds are indifferent to them. Plymouth Rock Health Grit is obtainable only of us; we have no agents. We ship it everywhere. Read these recent letters from squab breeders:

"Seems a long way to pay freight on grit, but no other satisfies these Kings and Carneau that I purchased from you." — *Fred Stevens, Florida.*

"Ship me two hundred pounds of your Plymouth Rock Health Grit. I am just about out and cannot do without it." — *P. E. Cope, Pennsylvania.*

"Please rush part of enclosed grit order by parcel post, special delivery, balance by freight. My gardener neglected to advise me of the fact that the Health Grit you shipped me some time ago has

been used up. My pigeons simply love this grit." — *Jean V. Wolkenstein, New York.*

OYSTER SHELL

\$1.50 PER 100 POUNDS

Our Plymouth Rock Health Grit contains oyster shell and charcoal along with the other ingredients which make it so useful but if you want to buy oyster shell separately to use in making your own grit, or for feeding from a separate box, we will supply it for **\$1.50** per hundred pounds. No order filled for less quantity. We do not sell charcoal separately.

PLYMOUTH ROCK SQUAB COMPANY

196 HOWARD STREET

MELROSE HIGHLANDS, MASS.

After Ten Years' Profitable Experience I Am Starting Again with Plymouth Rock Extra Homers. They Pay Better than Chickens, so I Sold My Chickens.

Ten years ago I became interested in the squab business and saw an advertisement in one of the leading farm papers of the Plymouth Rock Squab Company. I got in touch with them and purchased three pairs of the Extra Homers. It looked to me as a business with large profits and a safe investment, which it proved to be. I started in one corner of our barn which was about 4 x 6 x 7 feet high. We had chickens and covered their yard with wire and used it for a flying pen, which answered the purpose quite well. The pigeons thrived and it wasn't long before my flock had outgrown its quarters, so I took another portion of the barn. When my flock increased I got in touch with a market in Pittsburgh, Pa. I received from \$3.50 to \$12 a dozen for squabs weighing from eight to twelve pounds. Winter squabs are far more profitable than those of any other season. I had my flock up to two hundred pairs of Extra Homers in four years' time and sure was paying large profits. They were so much more profitable than chickens that I disposed of the chickens and used their quarters for the Homers. I had one hundred pairs in each pen, but all used the same flying pen. I was real careful in rearing and mating of young for breeding purposes. They had to weigh a pound apiece at four weeks, and from fast breeders, or off to market they went. I also kept my flock free from boarders. I sold thousands of first-class squabs. I would have had a large squab farm today if our home hadn't been sold. We moved to a place where I could not keep the Homers, so it was up to me to sell them with great regret. I again caught the squab-raising fever in 1921 and again purchased three pairs of Extra Homers from the same place. My brother-in-law and I are going into the business together on his farm. I am starting small and intend to grow big, the same as I did before. I surely do think they are the safest and the best paying proposition one can indulge in. — *E. M. Gerhard, Wisconsin.*

These Homers Which We Import from Belgium are the Finest in the World, Either for Racing or Breeding Squabs.

I am writing you these few lines to let you know that I received your Racing Homers from Belgium and will say that you did use good judgment in picking out these birds for me and they were in fine condition when they arrived. I have had some Homers which were bought in this town by me, but they are not half as good as the birds you sent me. I may buy a few more pairs as soon as I can make more room and get rid of my other birds. Keep in touch with me as soon as you receive another shipment of foreign birds. — *George W. Lang, New Jersey.*

Twenty-Nine Prizes at One Show Won by a New York State Customer with Plymouth Rock Pigeons.

My entry is not completed for the Poultry and Pet Stock Show next week, and I would like to enter one pair of Plymouth Rock Extra Carneaux and one pair of Plymouth Rock Extra Homers. At the January show last year I won with your White Homers and White Kings twenty-six first prizes, two second prizes and one third prize. — *Richard A. James, New York.*

Plymouth Rock Pigeons Take the First Prizes at this Michigan Fair.

Enclosed find one dollar for which please mail me double-number color bands. You will be pleased to know that some of the pigeons which we bought from you have just taken the blue ribbon at our Fair. — *Mrs. A. M. Garside, Michigan.*

Two Brothers Who are Well Pleased with the Performances of Plymouth Rock Extra Carneaux.

Perhaps you will remember that on or about August 9, the writer called at your place and bought one dozen pairs of Plymouth Rock Extra Carneau pigeons which you sent to his brother in Philadelphia and which we are pleased to say have done very nicely indeed. You have done more or less business with the superintendent I had at my country place in Virginia. — *Ira Vaughan, Pennsylvania.*

Would Not Take Twenty-Five Dollars for This Plymouth Rock Belgian Racing Homer Cock.

My three pairs of Plymouth Rock Racing Homers have each a pair of young from twelve to fifteen days old. They are most beautiful and among them I have a silver with brown bars, something I was wishing for. I am well pleased with them. I would refuse twenty-five dollars for the red check cock alone. — *N. B. Robinson, Pennsylvania.*

Good Work by One Pair of Plymouth Rock Carneaux

In August I bought from you one pair of the smaller Carneaux which you shipped to Babylon, Long Island. Since that time they have bred and reared three pairs of fine squabs, one pair last September, another in October, and the third in December. I think that this is a fine record, and wish to increase my little flock. — *Miss Elsie O. Hincken, New York.*

Flock of Plymouth Rock Pigeons Multiplied Eight-Fold in One Year in Connecticut.

Enclosed find check for nestbowls, which please send me by parcel post. You will be interested to know that from the six pairs of pigeons you sold me I have raised in twelve months fifty-two pairs. — *F. E. Nelson, Connecticut.*

First Experience Good, so I am Ready to Buy More Plymouth Rock Pigeons.

While I lived in Buffalo, New York, I bought some of your birds and I found them good, so I believe I want to keep some here. — *George Spahn, Pennsylvania.*

Tennessee Official Pleased with Plymouth Rock Pigeons

I wish to thank you very much for your interest in selecting the pigeons for me. They arrived in fine shape and are very satisfactory. — *J. Thomas Caruthers, Tennessee, Office of Farm Management, United States Department of Agriculture.*

Starting Again After Eight Years

About eight years ago I owned some two hundred Plymouth Rock pigeons and liked them so much that I now write to ask for your squab book, also quote me on your birds. — *William T. Plum, New Jersey.*

Pigeons Just as They Are Represented

I received the shipment of pigeons. They were in perfect condition and just as you had represented. I plan to buy more. — *George A. Reding, Missouri.*

PRICES FOR PLYMOUTH ROCK PIGEONS IN SMALL LOTS AND ODD BIRDS

On the next pages following, we print our low-priced Special Offers. These are the pigeons which were bought by the writers of the letters we print in this book and these special offers are the best way for you to start as they did. The express charges will be paid by you when the shipment is delivered to you by the expressman. We ship in light coops, properly valued and classified and the express charges will be small. We guarantee safe delivery to all points except those reached by ocean voyages. Such customers buy of us at their risk and must make their own claims against transportation companies for dead or injured birds.

The low prices in our Special Offers are based on present trade conditions at the time of delivery of this book. Order at once. We will ship to you when you order, or at any time you wish shipment made. You may make changes in the special offers to suit yourself by substituting for the supplies there stated other supplies of the value required.

We do not fill orders for less than three pairs, but we sell odd birds to those who have already traded with us, as follows:

Extra Plymouth Rock Homer cocks, **\$1.00** each.

Extra Plymouth Rock Homer hens, **\$2.25** each.

Extra Plymouth Rock Carneau cocks, **\$1.50** each.

Extra Plymouth Rock Carneau hens, **\$3.00** each.

Extra Plymouth Rock White King cocks, **\$1.50** each.

Extra Plymouth Rock White King hens, **\$4.00** each.

Plymouth Rock White Homers, **\$3.25** per pair. Orders filled for one pair or more. Price of one pair **\$3.25**. Two pairs, **\$3.15** per pair. Three pairs to twelve pairs, **\$3.00** per pair. Single White Homer cocks, **\$1.00** each. Single White Homer hens, **\$2.50** each.

All of the prices are based on the understanding that the coop or coops in which we ship remain our property and are to be returned promptly by express by the customer at our expense from any point in the United States. We do not care to have empties returned by customers in foreign countries, or overseas customers. We now ask for the return of not only our large shipping coops and baskets, but also all small coops.

PLYMOUTH ROCK SQUAB COMPANY

196 HOWARD STREET

MELROSE HIGHLANDS, MASS.

*See the next pages following for
Low-Priced Special Offers.*

SPECIAL OFFERS ON PLYMOUTH ROCK EXTRA HOMERS



SPECIAL OFFER NO. 1 TWELVE DOLLARS

Three pairs Extra Plymouth Rock Homers.....	\$8.70	} PRICE \$12.00
One Take-Apart Fountain.....	1.50	
Six Wood Pulp Nestbowls.....	1.20	
One Net.....	.65	
Catalog Price.....	\$12.05	

SPECIAL OFFER NO. 2 TWENTY-ONE DOLLARS

Six pairs Extra Plymouth Rock Homers.....	\$17.40	} PRICE \$21.00
One Take-Apart Fountain.....	1.50	
One Dozen Wood Pulp Nestbowls.....	2.40	
One Net.....	.65	
Catalog Price.....	\$21.95	

SPECIAL OFFER NO. 3 THIRTY-EIGHT DOLLARS

Twelve pairs Extra Plymouth Rock Homers.....	\$34.80	} PRICE \$38.00
One Take-Apart Fountain.....	1.50	
Two Dozen Wood Pulp Nestbowls.....	4.80	
One Net.....	.65	
Catalog Price.....	\$41.75	

SPECIAL OFFER NO. 4 SEVENTY-TWO DOLLARS

Twenty-four pairs Extra Plymouth Rock Homers.....	\$69.60	} PRICE \$72.00
One Take-Apart Fountain.....	1.50	
Four Dozen Wood Pulp Nestbowls.....	9.60	
One Net.....	.65	
Catalog Price.....	\$81.35	

PLYMOUTH ROCK SQUAB COMPANY

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MELROSE HIGHLANDS, MASS.

SPECIAL OFFERS ON PLYMOUTH ROCK EXTRA CARNEAUX



SPECIAL OFFER NO. 5 EIGHTEEN DOLLARS

Three pairs Extra Plymouth Rock Carneaux.....	\$17.70	} PRICE \$18.00
One Take-Apart Fountain.....	1.50	
Six Wood Pulp Nestbowls.....	1.20	
One Net.....	.65	
Catalog Price.....	\$21.05	

SPECIAL OFFER NO. 6 THIRTY-FOUR DOLLARS

Six pairs Extra Plymouth Rock Carneaux.....	\$35.40	} PRICE \$34.00
One Take-Apart Fountain.....	1.50	
One Dozen Wood Pulp Nestbowls.....	2.40	
One Net.....	.65	
Catalog Price.....	\$39.95	

SPECIAL OFFER NO. 7 SIXTY-FIVE DOLLARS

Twelve pairs Extra Plymouth Rock Carneaux.....	\$70.80	} PRICE \$65.00
One Take-Apart Fountain.....	1.50	
Two Dozen Wood Pulp Nestbowls.....	4.80	
One Net.....	.65	
Catalog Price.....	\$77.75	

SPECIAL OFFER NO. 8 ONE HUNDRED TWENTY-SIX DOLLARS

Twenty-four pairs Extra Plymouth Rock Carneaux...	\$141.60	} PRICE \$126.00
One Take-Apart Fountain.....	1.50	
Four Dozen Wood Pulp Nestbowls.....	9.60	
One Net.....	.65	
Catalog Price.....	\$153.35	

PLYMOUTH ROCK SQUAB COMPANY

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MELROSE HIGHLANDS, MASS.

SPECIAL OFFERS ON PLYMOUTH ROCK
EXTRA WHITE KINGS



SPECIAL OFFER NO. 9 SEVENTEEN DOLLARS

Three pairs Extra Plymouth Rock White Kings	\$17.25
One Take-Apart Fountain.....	1.50
Six Nestbowls	1.20
One Net.....	.65

Catalog Price.....\$20.60

PRICE
\$17.00

SPECIAL OFFER NO. 10 THIRTY-TWO DOLLARS

Six pairs Extra Plymouth Rock White Kings... ..	\$33.00
One Take-Apart Fountain.....	1.50
One Dozen Nestbowls.....	2.40
One Net.....	.65

Catalog Price.....\$37.55

PRICE
\$32.00

SPECIAL OFFER NO. 11 SIXTY DOLLARS

Twelve pairs Extra Plymouth Rock White Kings.....	\$63.00
One Take-Apart Fountain.....	1.50
Two Dozen Nestbowls.....	4.80
One Net.....	.65

Catalog Price.....\$69.95

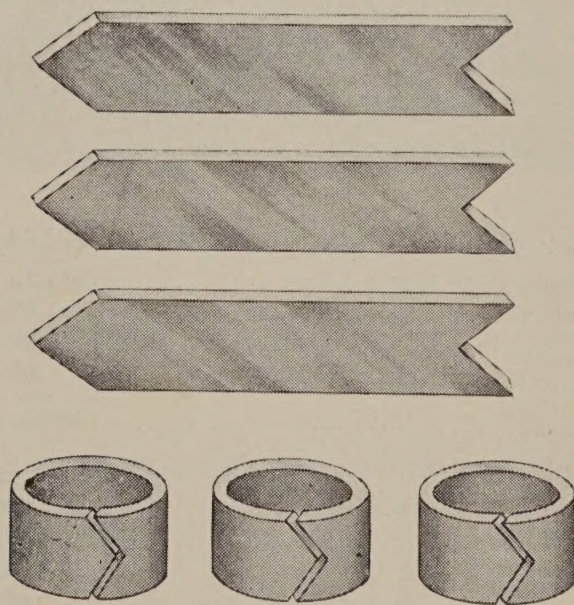
PRICE
\$60.00

Restaurant Owner in Mississippi is Raising Plymouth Rock Carneau Squabs, Recommends Them and Plans to Serve Them at His Own Tables.

I want to say that the Extra Plymouth Rock Carneau I bought from you are working to my satisfaction. They went to laying in four days after I received them. I have a record of the birds, the times they went to laying and sitting; they are just as you recommend them to be. It has not been two months and some of the birds have hatched their second pairs of squabs. The old birds feed their young ones well. At four weeks old they are almost as large as the old birds. For any one who wants to raise squabs for the markets to serve, these are the kind to buy. I intend to serve them in my café, soon as I can get my flock large enough. I can truthfully recommend them to any one. — *A. Roberts, Mississippi.*

ALUMINUM BANDS

FOR PIGEONS AND SQUABS
TEN CENTS FOR THIRTY



We sell them to you flat like the top part of above picture and you form them into bands so that they look like the bottom part of the above picture. If you want a set of steel figures to number these bands, send **ninety cents**, and more for postage (weight one pound).

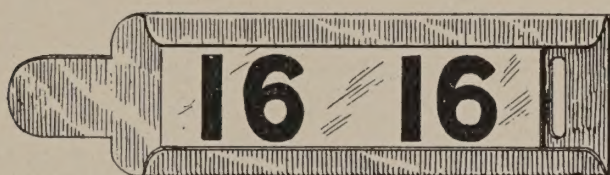
PLYMOUTH ROCK SQUAB COMPANY

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MELROSE HIGHLANDS, MASS.

Double Number Color Bands

FOR PIGEONS' LEGS



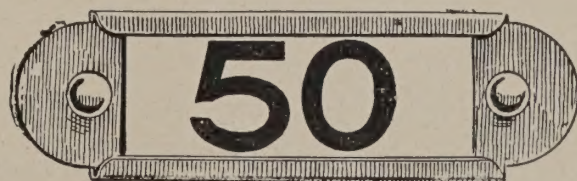
This band was invented in 1910 by Elmer C. Rice and millions have been sold. Double-numbered so that no matter how or where the pigeon stands indoors or out, the bird may be identified without picking it up, a great saving of time and the bird is not alarmed by handling. These bands are in universal use in squab-breeding lofts. Made of aluminum and celluloid. Will not rust. Handsome and practical. The bands are mailed flat. Roll them around a pencil or wood rod before applying to leg of pigeon. Put a band with one number on the right leg of the male pigeon and a band with same number and color on the left leg of his female mate. Enter color and number of the pair in book or on card and keep after it a record of what the pair does. We furnish these bands in numbers from 1 to 60, numbered in black on the following colors: **White, red, cherry, blue, green, and yellow.** Please note that no numbers are furnished above sixty, because more than sixty pairs of pigeons are not kept in one pen. The bands come in pairs and should be ordered in pairs.

PRICES (Postage Paid Anywhere)

6 Pairs, any numbers or colors.....	\$0.25
12 Pairs, any numbers or colors.....	.50
25 Pairs, any numbers or colors.....	1.00
50 Pairs, any numbers or colors.....	2.00
100 Pairs, any numbers or colors.....	4.00

COLORED NUMBERS FOR NESTBOXES

This pigeon nestbox marker consists of an aluminum carrier which is to be tacked to the top or bottom shelf or front of the nestbox. The carrier has folded edges which allow a numbered and colored celluloid strip to be inserted. The carrier is one-half inch wide and one and one-half inches long. The color strip has one number, as illustrated, large enough to be read across the pen. The number strip is not fastened in the carrier but is prevented from sliding out by the heads of the tacks. It can, however, be removed at will. A number strip of the same color and number as the bands on the pigeons occupying that nest should be used. Should that pair of pigeons remove to a new nestbox, the number strip may be removed by placing the point of a penknife on the head of one tack and under the number strip, and pulling the number strip out. This number strip then can be inserted in the carrier which is tacked up on the new nestbox. Two nestbox markers are needed for every pair of pigeons since they may be laying eggs in one nestbox while feeding young in another. These nestbox markers are neat, easily visible, and indispensable for orderly record keeping in connection with the colored legbands. We furnish the nestbox markers in numbers 1 to 300 on red, yellow, green, cherry, blue and white backgrounds. We also furnish the nestbox markers from 301 to 1000 on white background only. State numbers and colors wanted. Prices, postage paid:



12 Nestbox Markers.....	\$0.25	100 Nestbox Markers.....	\$2.00
25 Nestbox Markers.....	.50	500 Nestbox Markers.....	10.00
50 Nestbox Markers.....	1.00	1000 Nestbox Markers.....	20.00

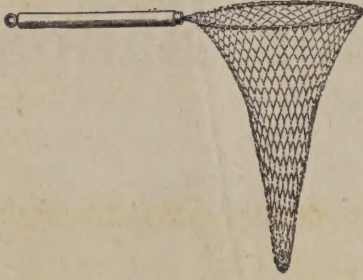
These colored numbers will also be found useful for marking screens, storm windows, blinds, racks, boxes, etc. For window or screen work they should be bought in pairs, one marker for the window or screen and the duplicate for the window ledge.

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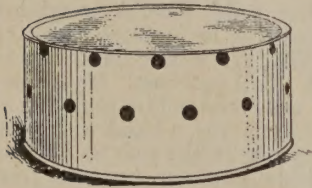
MELROSE HIGHLANDS, MASS.

PIGEON CATCHING NET

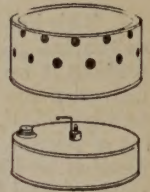


Every pigeon breeder needs a good net. It is in constant use for catching birds for banding, for examination, for sale or other purposes. This net is a strong practical article made for pigeons. Hoop fourteen inches in diameter, fits into deep socket. Handle is fourteen inches long. Price sixty-five cents. Weight ready for mailing two pounds. Send postage if you order it mailed.

STOVE TO PREVENT FOUNTAIN FROM FREEZING

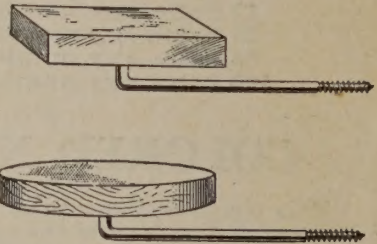


Nine inches diameter, four inches high. Place the water fountain on top of it. New principle burner. Wick does not have to be trimmed. Costs to run only about thirty cents for whole winter. Simple, practical, efficient. Made of galvanized iron. Price, \$2.00. Mailed anywhere at this price.

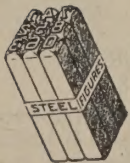


SQUARE AND ROUND PERCHES

The use of perches liberally in squabhouse prevents fighting. Individual perches like these are needed. No order filled for less than six, price fifty cents. One dollar per dozen. Half a dozen ready for mailing weigh two pounds. One dozen weigh four pounds. Send additional money if you order them mailed. State whether you want the square perch or round perch. Same price for both.



STEEL FIGURES



To mark bands with numbers, use the steel figures. There are nine of these steel figures. For figure 9, use the 6 upside down. They are made of hardened steel and will wear for years, numbering thousands of bands. Price per set, ninety cents. Mailing weight, one pound. Send postage if you order them mailed.

PIGEON HOLDER



Put a live pigeon head down in this holder as illustrated and it is helpless. Both hands of operator are left free for banding the legs of the bird. It is also useful for weighing live pigeons or live squabs. Saves trouble and bother in the handling of live pigeons. Price, fifty cents. Weight ready for mailing, two pounds. Send additional money for postage if you order it mailed.

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MELROSE HIGHLANDS, MASS.